

OFFICIAL

PROGRAM

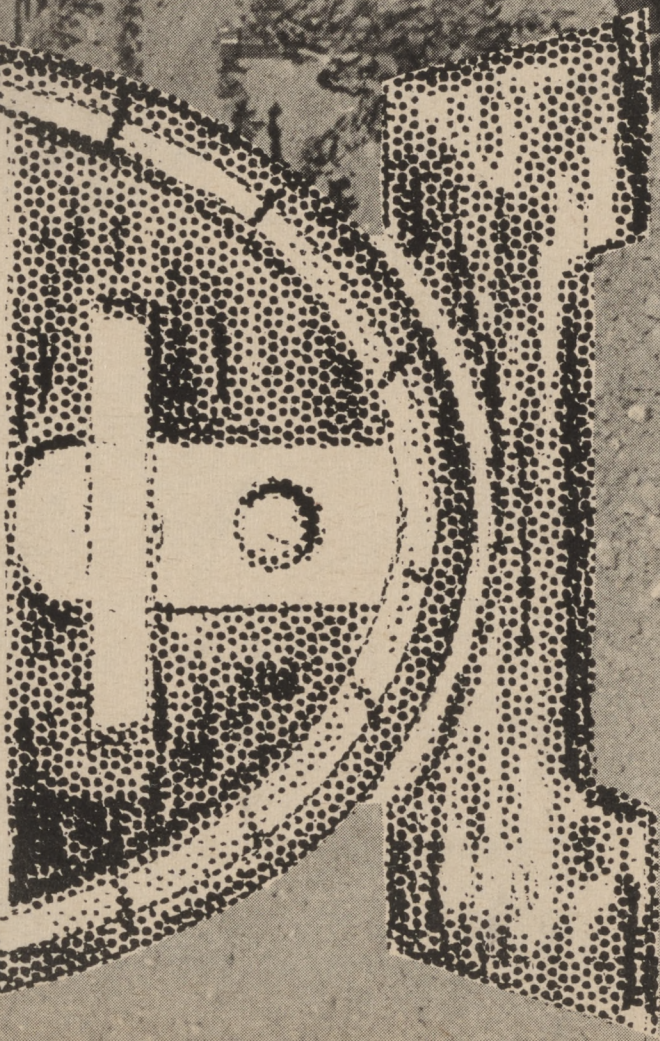
25TH ANNUAL

VALLEY OF THE MOON

# Vintage Festival

SATURDAY AND SUNDAY  
SEPTEMBER 25 & 26, 1971

Supplement to  
The Sonoma Index-Tribune  
September 23, 1971





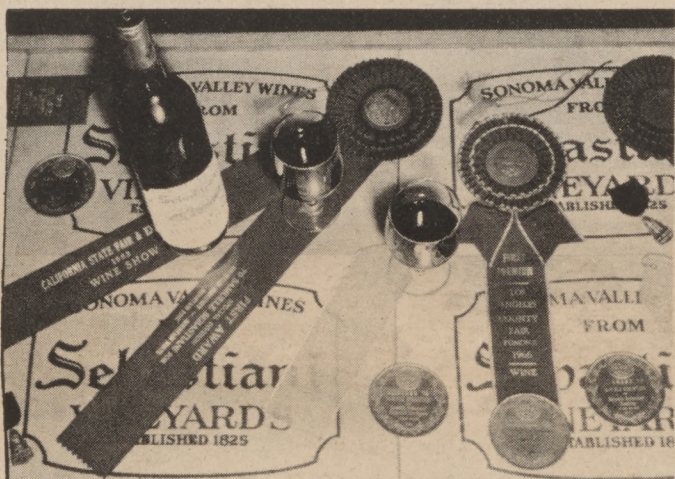
VINEYARDS ESTABLISHED 1825

# Sebastiani



FOUNDED AT THE END OF EL CAMINO REAL

## VINEYARDS



ABOVE - A guest's eye view of the counter which features hundreds of ribbons and medals won by Sebastiani wines framed on a background of engraved wooden wine crates and covered with glass.



GUESTS MAY view the aging cellars through this large archway which was part of the original cellar.

### New "old" cellar

Take a 20,000 gallon oak wine barrel, heavy timbers from an old railroad bridge, wooden wine crates, hundreds of red, white and blue ribbons, gold medallions, a few nails, a bit of cement, old family portraits and historic mementos. Mix them together and what do you have?--A brand new, old-looking tasting cellar.

The cellars can be reached by heading east on Spain Street, passing the Sonoma Mission and continuing on to Fourth Street East. Take a left turn and the winery is on your immediate right.

Once inside the cool walls you can taste the many award winning Sebastiani wines at your leisure and take a self guided tour through the new tasting rooms.

USING OLD STONE walls constructed for the original aging cellar in 1903 by Samuel Sebastiani, the winery's founder, the renovators added to the rustic flavor of the winery by using the interior of a 20,000 gallon oak wine tank to form a curving back wall to the tasting cellar.

On the wall are enlarged photo-murals depicting the winery's family history. The 54-foot-long counter top features

hundreds of ribbons and medals won by Sebastiani wines, framed on a background of engraved wooden wine crates.

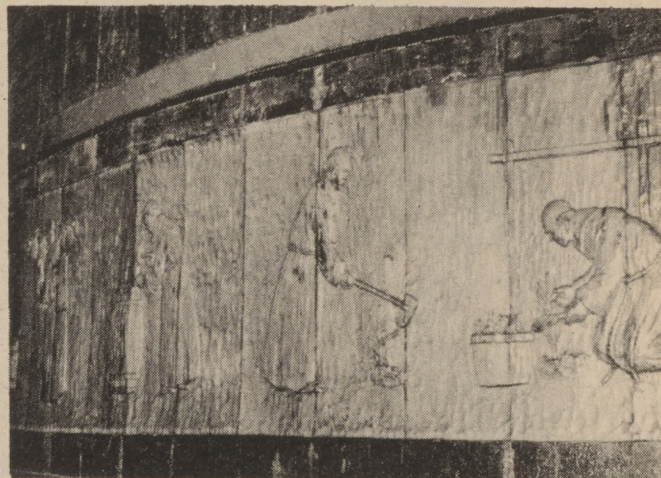
Heavy old railroad bridge timbers, supporting a low ceiling and forming a railing around huge aging tanks, add to the rustic flavor of the setting.

Through windows of a large wrought iron door placed in a 10 foot high archway, winery visitors may look into the aging cellars where premium wines gain their character in old oak barrels, many of which are hand-carved.

The most recent carving is a 14-foot mural depicting the winery's mission-related history. It shows the Mission Fathers planting vines and making wines in the vineyards now owned by the Sebastiani family.

In all, the new tasting cellars provide a roomier and more pleasurable setting for guests to sample what Sam Sebastiani proudly describes as "the finest premium vintage wines produced in California."

For a close look at the processes that create these fine wines, visitors are invited to take a complete winery tour any day of the week including Saturday and Sunday between 9 a.m. and 5 p.m.



CARVED BARRELS highlight a tour through the winery. ABOVE is the latest carving, a 14' mural depicting the mission fathers planting vines and making wines on what is now vineyard owned by the Sebastiani family.



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**PROGRAM**

(Continued)

**Other Festival Features**

★ **PATRON MEMBERS AND MEMBERS OF THE VINTAGE FESTIVAL - WINE GARDEN** - back of Salvadore Vallejo Adobe, 415 First Street West. Use - courtesy Mr. and Mrs. Earl G. Detert

★ **HOSPITALITY BOOTH** And Information Center, in Plaza Center South.

★ **TELEGRAPH CENTER** Send a message to a friend.

★ **STORE WINDOW DISPLAYS**

★ **FOOD BOOTHS**

★ **OLD TIME MOUNTAIN MUSIC** Saturday Only

★ **SONOMA VALLEY ART CENTER** Special showing by local artists.

★ **CHILDREN'S GAME BOOTHS** Fun for the little ones.

★ **WINERIES** Open house at Buena Vista, Kenwood Vineyards, Sebastiani, and Valley of the Moon Wineries.

(For Saturday and Sunday program events and times, see center fold)

**Information Center-Hospitality Booth**

is located in the center of Sonoma Plaza at the head of Broadway. Courtesy Soroptimist Club of Sonoma Valley.

**UNSCHEDULED MUSICAL HIGHLIGHTS**

SATURDAY AFTERNOON — Touring group of folk dancers arranged by June Schaal. They will dance in the Plaza, at the wineries and generally around the Sonoma Valley area.

SATURDAY AND SUNDAY — Strolling accordion groups from the studio of Clara Carbonaro Greco, of Sonoma and Napa.

SATURDAY AND SUNDAY — Mission Indian Children's Choir, in the Plaza.

SATURDAY AND SUNDAY — Choral group featuring old-fashioned songs, in the Plaza.

SATURDAY AND SUNDAY — Folk Singers in the Plaza, under the direction of Bill Forshay. Guitar playing by Mike Edsall and John Millhouse.

# Best Wishes For a Successful 25th Annual Vintage Festival

From all of us at ...



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PUBLIC RELATIONS .....	Dick and Sue Stanley
BUSINESS CONTRACTS AND INSURANCE .....	Donald Canevari, Paul Walker
MUSIC AND DANCE .....	Dan Ruggles, Peggy Lou Snyder, June Schaal, Clara Carbonaro Greco Eunice Jones, Ann Harper, Richard Schneider, Owen Thomas, Marguerite Hudson, Beth-Marie, Jim Wittes, U. H. Scheiblich
PAGEANT .....	June Schaal, Cecelia Shegog, Alice Ackerly Frank Corcoran Jean Carter, Allan Querin, Major Albert A. Martin
BLESSING OF THE GRAPES .....	Col. E. G. Morrison, Jack Kearney Dr. Allan Querin, Harriet Jones
HORSE PARADE .....	Merlyn Hunter
CHILDREN'S PARADE .....	Frank Hall and Native Sons of the Golden West
STORE WINDOWS .....	Judy Switzer, Sam Shainsky, Nancy Parmelee, Lorna Watkins
PLAZA BOOTHS .....	Mike Mulas
ART EXHIBITS .....	Eileen Margolis
HOSPITALITY .....	Soroptimist Club of Sonoma Valley and "S" Club
LA FIESTA de LOS NINOS .....	"S" Club and Helen Fernandez
VINTAGE BALL .....	Sonoma Valley Junior Women's Club
PROGRAMS & POSTERS .....	Robert Lynch, Duane Larson, Helen Fernandez Linda Bognasco and the Vintage Festival Youth Group
COMMUNICATIONS & CONSTRUCTION .....	Bill Hansen and Gerald Hawes
SECURITY .....	Police Chief Gene Cartwright and Helen Fernandez
FIRE PROTECTION .....	Fire Chief Al Mazza
COSTUMES .....	Jill Kamhele, Teri Deny, Dorthy Hedges, Meredith Anders Rosemary Cook, Ruth Lyon, Dorothy Jenner, Margaret Roth, Katherine Sievers, Ruth McGuire
PARKING .....	Ed Spadorcio and Helen Fernandez
HISTORIAN .....	Jean K. T. Carter
CABLE CAR .....	Carl August
WINE TASTING AND RECEPTION .....	Robert H. Cannard
VINTAGE QUEEN CONTEST .....	Bea Hanratty, Chairman
JUDGES FOR QUEEN CONTEST .....	Mayor Helen Putnam, City of Petaluma; Allene Hanklaand Cerini of Santa Rosa, and Antoinette Catelli of Geyserville
CHILDREN'S PARADE JUDGES .....	Mrs. Nina Hayes, Mrs. Pearl Mitchell, Mrs. Edna McCloskey

**SONOMA VALLEY YOUTH GROUP (VINTAGE FESTIVAL COMMITTEE)**

Michele Hunter, Chairman

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# PROGRAM

(Continued)

## Participants in The Historic Vignettes

**THE BLESSING OF THE GRAPES** — A re-creation of the atmosphere and character of the ceremonial blessing of the harvest as it might have been done in the early days of Sonoma's history. Monsignor Walter Tappe, St. Rose's Church, Santa Rosa, officiating.

**INDIAN CHOIR**

**INDIAN BOYS** — Martin and Peter Querin.

Monsignor Tappe will also bless the vineyards at Buena Vista at 12:00 noon and Sebastiani Vineyards at 12:30 p.m.

**THE ARRIVAL OF PADRE ALTIMIRA:** James Cirimele portrays the role of the founder of Sonoma's mission.

**THE BEAR FLAG INCIDENT:** Frank P. Corcoran, Jr., Nina Hayes.

**THE RAISING OF THE STARS AND STRIPES:** Lt. (jg) Donald P. Orso, USN, and marching contingent from the U. S. Naval Security Group Activity, Skaggs Island; the Twelfth Naval District Band, led by Warrant Officer Jack E. Ingram, USN.

**THE VALLEJO-HARASZTHY WEDDING:** Mr. and Mrs. Richard V. Stanley, Charmain Stanley, Kathy Baldocchi, Ami Toschi, Irene Peterson, Mr. and Mrs. Sam Cook, Tom Hickerson, Mr. and Mrs. Al Adams, Mr. and Mrs. Walter Carter, Nancy Hamiter, Bill Whitney, Mr. and Mrs. Scott LaFranente, Christie McCombs, Mr. and Mrs. Clarence Cole, Mr. and Mrs. Gabriel Ayala, Dan Ruggles, Mr. and Mrs. Mel Hunter.

**VINTAGE PARTIES AT GENERAL VALLEJO'S HOME:** Featuring party highlights starting in the 1830's and ending in the 1890's with the episode depicting "The Arrival of Sam Sebastiani."

Mr. and Mrs. Paul Cassayre, Mr. and Mrs. Richard Raoul Emparan, Mr. and Mrs. Gabriel Ayala, Susan Caringan, Jon Blasingame, Anne Cassayre, Diane Cassayre, Mary Cassayre, Ginger Kreger, Janet Combs, Ann Murphy, Douglas Rowland, Cindy Markson, Kathy Dippon, Lisa Dippon, Barbara Sidener, James Cirimele, Marguerite Hudson, Bennett Mann, Jo Deny, Guy Deny, Dan Ruggles, Jr., Sue-Anne Solem, Robette Deas, Alison Stockley, Mary Lehmer, Betty Hall, Kerry Duarte, Stuart Buttrum, Danya Craig, Melea Craig, Eric Markson, Vickie Nicholas, Jeannette Sammon, Ramona Trapp, Sam, Samantha and Tori Younghans, Mrs. R. F. Deas.

Peggy Lou Snyder and students from her ballet classes: Minuet Dancers, La Raspa Dancers and Can-Can — Debbie Alexander, Brenda Borzone, Robin Borzone, Mary Byerly, Paula Cordellos, Kelly Dillman, Kimberly Evans, Austa Falconer, Julie Griewe, Mary Hyer, Sue Katz, Kim Knox, Ramona Nicholson, Tracy Norgrove, Mary Ann Ofenbeck, Darla Parker, Cheryl Rose, Jerry Salomon, Laurie Tuller.

Beth-Marie and her ballet class students: Hungarian Polka — Dana Brumley, Marianne and Tiffany Delalay, Beth Deenihan, Jennifer Dixon, Linn Burdich, Laurel Hamiter, Haili Kamehele, Anne Marie Fulfer, Whitney Marshall, Paula Sedgewick, Jeanne Storck, Angie and Ginny Schafer, Brenda Switzer, Cathy Taylor, Heather Yvarra, Maureen Quinn.



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# PROGRAM

(Continued)

## La Fiesta de Los Ninos

CHILDREN'S GAMES AND PROGRAMS

SPONSORED BY THE SONOMA VALLEY "S" CLUB

SATURDAY AFTERNOON — 1:00 p.m. to 4:00 p.m.

### FREE CABLE CAR TRANSPORTATION

to and from Plaza, Community Center, Veterans' Memorial and parking areas

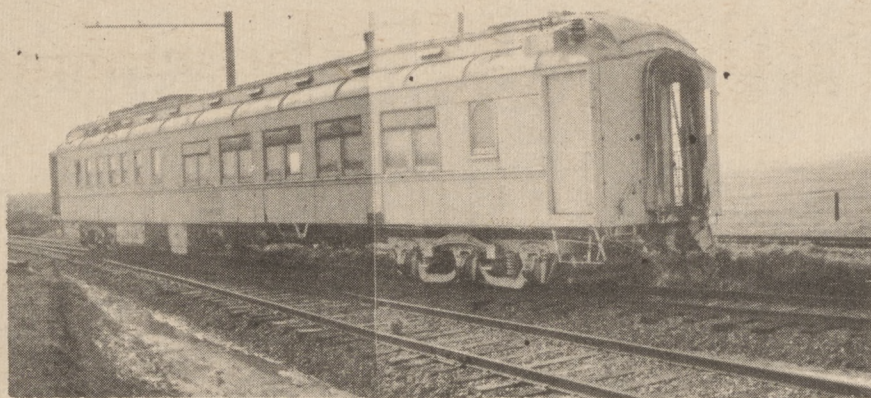
COURTESY OF IMPERIAL SAVINGS AND LOAN

### Red Cross Service

Volunteer Emergency Service by the Redwood Chapter of American Red Cross on Saturday will have the disaster van and on Sunday will have the new multi-service center in the Plaza.

## Don't Miss the Novel 'Telegraph Office'

Send free radiograms to your family and friends throughout the USA — compliments of  
VALLEY OF THE MOON AMATEUR RADIO CLUB, INC.



### ON DISPLAY HERE

The 1920 era Pullman Dining Car cost \$24,000 to build.

### Old and elegant

Vintage Festival visitors in general and railroad buffs in particular will have a treat in store this weekend with the showing of a half-century old Pullman Dining Car at the site of Sonoma's old Northwestern Pacific Depot near Arnold Field, between First streets east and west.

Built in the early 1900s by Pullman at a cost of \$24,000, the car operated in the Southwest on the Phelps-Dodge Com-

pany's El Paso South-western System and later the Southern Pacific (which purchased the EP&SW in the early 1920s).

It was designed for the Golden State Limited that ran from Chicago to Los Angeles. This car is a showcase of the woodworking skills (particularly the inlaid wood) of the Pullman Co.

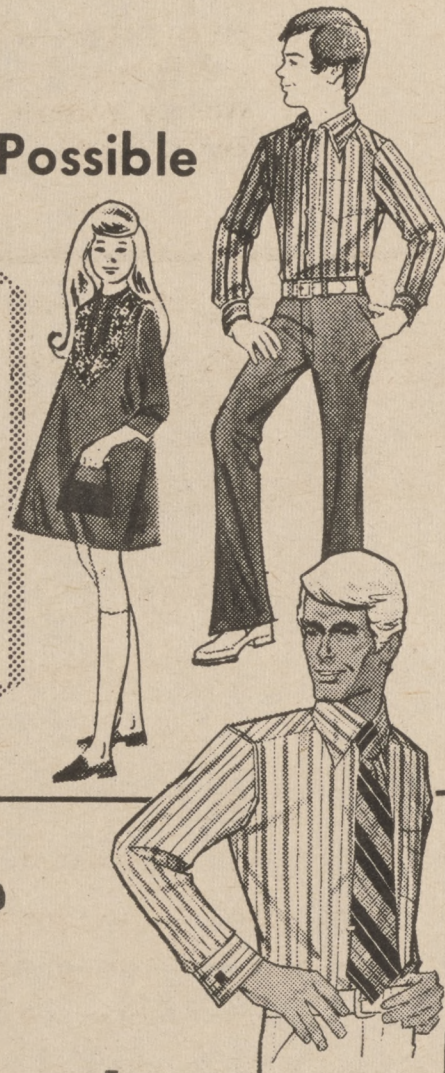
In 1939 it was converted into a relief tender for wrecking train service. At this time the Pullman sections from the sleeper New Jersey were placed in the car. It operated until 1967 on the Northwestern Pacific Railroad at Willits. It was through the cooperation of the Southern Pacific Railroad that this car was saved and is being shown this weekend in what Sonomans hope will eventually become this community's Historic Railroad Park.

## ALL GOOD WISHES FOR THE SUCCESS OF THE 25TH ANNUAL VINTAGE FESTIVAL

and

Congratulations To Those who Made It Possible

MEN'S, WOMEN'S AND CHILDREN'S  
APPAREL  
AND SHOES



# David's

OPEN SUNDAYS  
11 TO 4

... in Fiesta Center



# The vines and wines of Sonoma Valley

By JERRY PARKER

Sonoma Valley's prize-winning wines trace their heritage back to humble vintages produced by Mission Indians under the direction of the Franciscan fathers. But where those first purple draughts were enjoyed only by the padres, the Spanish Dons and a few early settlers, today's royal varieties soothe the palates of connoisseurs in California, throughout America and in many places around the world.

When Padre Jose Altimira founded the Mission San Francisco Solano de Sonoma in 1823, he quickly put the Indian neophytes to work making leather, soap, adobe blocks, building tiles--and wine. In this he was carrying on a tradition started by Father Junipero Serra, creator of the mission chain.

Using cuttings brought from Spain, Altimira planted most of the 14-acre mission site in grapes. The Indians tramped out juice in cowhide bags and after fermentation the wines revealed unusual character and with age became, it is said, magnificent.

THE FOUNDATIONS for the valley's winemaking industry were created by General Mariano Vallejo, founder of the city of Sonoma in 1835, and his brother, Salvador. They planted vineyards in the foothills north

and east of the city and by 1850, valley blends were achieving recognition.

Colonel Agoston Haraszthy, of Hungary, known as the Father of California Viticulture, established the Buena Vista winery in 1857 and began the quest for perfection which has guided winemakers here ever since.

By importing hundreds of varietals from Europe, Haraszthy raised local winemaking to a glorious art.

Other pioneer vineyard planters and winemakers included the Gundlach, Bundschu and Dresel families, Jacob Leese, Nicholas Carriger, Albert G. Lyon, James A. Griffith and Benjamin and Samuel Kelsey.

TODAY'S successors of these pioneers carry on the noble tradition at four valley wineries. August Sebastiani and his son, Sam, operate the Sebastiani winery, Fourth st. east, Sonoma. It was started in 1904 by the late Samuele Sebastiani.

Philip C. Gaspar manages the Buena Vista winery, two miles east of Sonoma, with the aid of winemaker Al Brett. The winery, restored in 1943 by former owner Frank Bartholomew, is now owned by Young's Market Co., of Los Angeles. Bartholomew still owns a large vineyard here, however.

Harry Parducci operates the Valley of the Moon Winery on



## Three generations of Sebastianis

In their attractively expanded and remodeled tasting room on Fourth street east, August Sebastiani (left) and son, Sam, stand in front of photo of Samuele Sebastiani, founder of Sonoma's acclaimed winery. August, son of the late Samuele, has made

Sebastiani wines one of California's top award-winning labels; and young Sam, named for his grandfather, has already instituted programs which are bringing national recognition to the premium products bottled by the family-owned and operated winery.

Madrone rd., Glen Ellen. It dates from 1880.

In Kenwood, the Pagani winery, established in 1906, was recently purchased by a partnership which includes Marty Lee, John Sheela, Mike Lee, Martin Lee and Neil Knott.

They are carrying on the work of winemaker Julio Pagani, who died last year.

Much of the vineyard acreage is owned by the wineries but extensive vineyards have also been planted by other grape growers. Leading growers here

include Arthur Kunde, Gallo brothers, A. A. Domenici, B. R. Funston, Ken Weise, Herb Batto, Sangiacomo Orchards, and Al Torrieri.

ANOTHER veteran agriculturalist  
(Continued on Page 9)

## Growing with our historic pueblo . . .



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Home office: San Francisco



## Our vines and wines

(Continued from Page 8)

tourist who leases vineyards and maintains others on a contract basis is Charlie Spomer.

From that modest beginning on the 14-acre mission layout, the land devoted to wine grapes in Sonoma Valley has grown to approximately 2100 acres, of

which some 1100-1200 acres are in production.

New vineyards are continually being added, however, and it is expected that the vineyard acreage here will double in a year or so.

Several of these are being added in the Schellville area.

Buena Vista has a 600-acre infant vineyard on the former Wes Haire property. August Sebastiani plans to develop a 284-acre vineyard in Schellville on a long-range basis, adding 40-50 acres a year.

The valley's vineyards are mainly devoted to varietals.

Top grape varieties grown here include Cabernet Sauvignon, Pinot Noir, Barbera, Zinfandel, Gamay Beaujolais, Green Hungarian, Pinot Chardonnay,

Gewurz Traminer, Chenin Blanc, and Grenache Rose.

The dominant types seem to be Cabernet Sauvignon, Green

(Continued on Page 10)



**Buena Vista's key people**

Phil Gaspar, left, is the general manager and Al Brett (right) the knowledgeable winemaker at historic Buena Vista Winery, founded in the

1860s by Colonel Agoston Haraszthy. Drive east on Napa street to 8th st. east and follow the signs to winery.



**At Valley of the Moon Winery**

Genial Harry Parducci is continuing in the footsteps of his father, Enrico Parducci, in operating the Valley of the Moon Winery on Madrone road, near Glen Ellen. The family winery, nestled against Sonoma Creek on the west end of one of the valley's most scenic vineyards--the property at one time being owned by the late Senator George Hearst.



### Sonoma's Historic **EL DORADO**

**LUNCHES  
AND  
DINNERS**

**Daily From 11 AM**

**Dinners Nightly**

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EXCEPT HOLIDAYS**

# El Dorado

**Northwest Corner of the Plaza**

**996-3030**

**Sonoma**



## Vines and wines

(Continued from Page 9)

Hungarian and Pinot Noir.

VALLEY grape growers buy their stock from commercial nurseries. These nurseries are having a hard time keeping up with orders, Sebastiani reported, who is having trouble



MADRONE VINEYARDS and winery near Glen Ellen was owned from 1880 to 1889 by the above gentleman, the Hon. Eli Taylor Sheppard, former American consul at Tienstin.

putting in orders for stock he would like to plant in 1972.

After a grape vine is planted, it takes approximately five years before it yields grapes of sufficient quantity and quality to make it worthwhile to harvest them.

Toward the end of summer, as the grapes ripen in the hot sun, the winemakers start making their tests to determine when the grapes will be ready to be picked. To insure grapes of top quality, the sugar-acid ratio has to be just right. Tests are made in the field and also in the laboratory.

Perhaps the most important test made on the grapes is that for sugar content. Using such instruments as a hydrometer and refractometer, the winemen determine the exact time when it is best to pick the grapes. Technically it takes a certain number of heat hours to bring the grapes to maturity.

IDEALLY, white grapes should have around 21 per cent sugar and reds, 23-24 when they are picked. Should they be allowed to get too ripe, the sugar ratio increases, thus cutting down the important acid content.

Sonoma Valley's soil, incidentally, is rich in minerals and supplies acids in abundance. This makes a big difference in the quality of the grapes. Grapes grown in areas where

these minerals are not in good supply -- such as in the San Joaquin valley -- simply do not compare with Sonoma Valley grapes.

After the grapes are picked, they are hauled to the winery for crushing. The juice is pumped into fermentation tanks, where that from red grapes is kept for a week and that from whites for three weeks.

The fermentation tanks, which are only used for a few weeks out of the year, are usually made of concrete and have no covers. It is important for the gases and heat which

occur in fermentation to escape, lest the flavor of the juice be ruined.

After this, the juice is put into wooden storage vats, where the solids are allowed to settle. The clear liquid is pumped off at intervals of 30, 45 and 90 days.

Then the juice is put into wooden aging tanks, where it gradually mellows and turns into true wine. This aging process continues for four or five years for the reds, and from six to 18 months for the whites.

FINALLY, the wine is processed and filtered and bottled and stored in bins. This second aging process, known as binning, continues for six months to a year for the reds and for three months for the whites.

Certainly the wine industry is one of the most important in Sonoma Valley, but how to put this in dollar figures is almost impossible. The actual investment of the winemen and grape growers -- what with their vineyards, land, buildings and equipment -- runs into the millions.



At the Pagani Brothers Winery, Kenwood

Former owner John Pagani, left, is shown with the new owners of 66-year-old Pagani Brothers Winery at Kenwood which has greatly expanded its operation under the new management. The scenic little "drive-in" winery is

now owned by men in photo with Pagani (from left) Mike Lee, Martin Lee, Sr., John Sheela and Marty Lee. Another co-owner, Neil Knott, is missing from photo.

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ON THE PLAZA—SONOMA



# The Indians of Sonoma Valley



(EDITOR'S NOTE: The author of this piece, Vinson Brown, writes the "Exploring Sonoma County" column for The Sonoma Index-Tribune. He is also recognized as one of California's top authorities on the Indians, and has written several books on Indian culture and customs. He resides in Healdsburg.)

By VINSON BROWN

THE STATUS of the early Indians around the present town of Sonoma is confused because the area was a border country between the Wintun-speaking Patwin (or locally Tukulal in Napa Valley), and the Miwok-speaking Tchokoyem to the west.

Just north of the present Glen Ellen began the territory of the people the Spanish called "Wappos" (or "Guapos"), meaning "warriors," but called by themselves the "Miyahmah." It is these Miyahmahs who probably gave the name Sonoma, as the word "noma" means in their language "town."

Chief Solano, who led his fighting men to help General Mariano Vallejo and his brother, Salvador, attack the war-like Wappos to the north, was a Patwin. But his home base was near Suisun Bay and his immediate followers were called Suisuns, so it is very doubtful that he was a chief over the Sonoma area.

This confusion of names and places and who lived where need not bother us when we consider how the Indians of the Sonoma Valley lived, as the same general type of culture was prevalent over a wide area.

WHEN THE SPANISH Franciscan Padre, Jose Altimira, first came to the Sonoma Valley in 1823 what did he find? He found a delightful valley, well-watered and lush and decided to found there what eventually became the Mission San Francisco Solano de Sonoma. He also found Indians already disturbed by early Spanish intrusions, and ready to flee when they saw the armed men of the new nation of Mexico.

For some years the earlier mission at San Rafael had been sending out what amounted to raiding parties to bring in Indians from the north and northeast to be Christianized, and the process was far from a gentle one!

Actually the Sonoma Valley before the white men came



must have closely approached a paradise on earth. The spread of the Kuku Cult over what is now north central California had caused a religious inspiration and unity over wide areas so that parties from various tribes often crossed borders to take part in dances, and chiefs were inspired to prevent wars and other trouble by mediation.

Battles when they did happen amounted to little more than athletic contests in dodging arrows, almost always ending as soon as the first man was severely wounded or killed. Then reparations were

arranged by the chiefs, giving presents to the side that had been hurt.

In this peaceful atmosphere, villages, such as Huchi and Wugilwa, along Sonoma Creek had probably existed for many centuries with little outside disturbance. Grass and tule-thatched huts were often as much as 30 or even 40 feet long, housing in each several families, with a central place for cooking and for pounding acorns in stone mortars.

At one end of the village was usually a hut set aside especially for women having their menstrual period, as they

were not to touch food or utensils used by the other people. At the opposite end would be the men's sweat house and also the large dance or ceremonial house. Both of these structures, but especially the dance house, were built partly underground, then covered with a roof of grass and tule over willows or cottonwood logs, the whole being coated with mud that dried and hardened in the sun to produce an insulated and even waterproof place for all the villagers to gather.

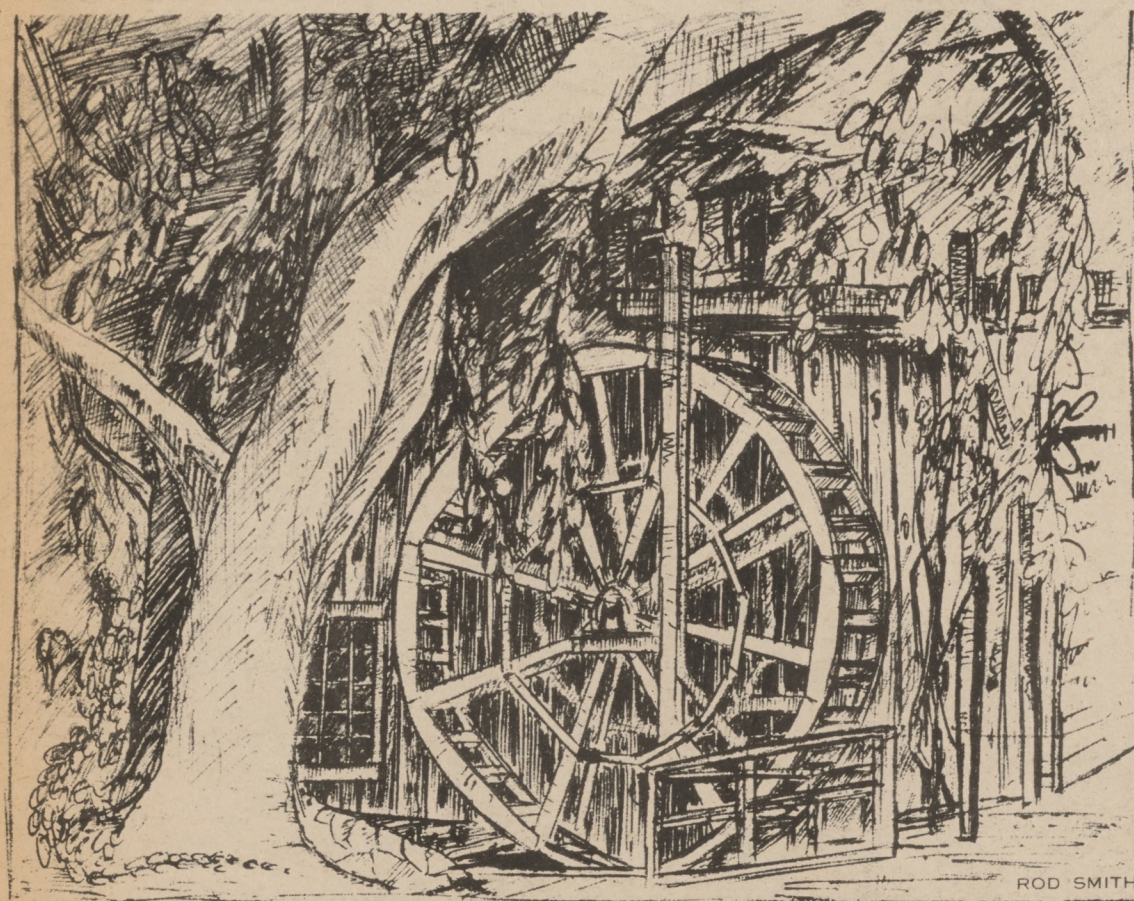
THE RHYTHM OF LIFE in such a village was essentially a happy one unless it was interrupted and disturbed by what we can call evil medicine men, usually called bear doctors or poisoners. These parasites milked their victims by frightening them with demon-inspired magic and the power of suggestion. Against powerful and well-organized families with much prestige in the community they were not able to do much, as these families worked in unison to prevent them from hatching their nefarious schemes, or hired good medicine men to counter their magic. But against small weak families or unattached individuals the evil

(Continued on Page 12)

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Rebecca Snavelly, winery finery;  
Grandma's House Bakery



# The Indians of Sonoma Valley

(Continued from Page 11)

doctors often caused havoc, even sometimes killing their victims by outright attack or convincing them they were going to die from the effect of psychological poisoning. If a village had a strong chief, however, he might unite his people enough to drive such evil characters completely away.

The good medicine men or women or doctors along with the chiefs, were the prime movers and spiritual strengtheners of the village. The former healed people in various ways, including the use of herb medicines, sucking out the poisons from the body (a psychological or spiritual healing), used splints of wood or bone for broken bones, and dancing and singing to heal patients. Both doctors and chiefs often gained their powers by going up to the nearest high mountain to fast and pray for at

least four days, asking the Great Spirit for help.

These people taught their followers the idea of a Creator God, gained probably from Kuksu, the hero god of the south, who may actually have existed at one time as a great Indian saint, and who taught them also high standards of conduct.

Lies and juvenile delinquency were nearly unknown among these people because the minds of the children were strongly conditioned by religious ceremonies to be afraid to act otherwise. The great ceremonies of the Kuksu Cult were generally held once or twice a year and at them there was healing, teaching of religious motifs and initiation of children. Ash devils (men covered with ashes) were used to handle, rather roughly, teenagers who had shown rebelliousness against group

patterns of conduct. Usually afterward they became quite meek!

THE MAIN RHYTHM of life centered around the gathering and preparation of food and all these were woven into religious songs, prayers and legends that taught people the right attitude and sometimes the right ways to use in finding food. The great harvests were of acorns from the oak trees, and pine nuts from the digger pines. This gathering was a time of joy to the people, in which all helped, and one can imagine children, young folk and older adults all spread through the woods picking away merrily or knocking the nuts to the ground with long sticks. Women and children gathered them into baskets, which were carried to the village for storage. Pine nuts were eaten raw, but the acorns had to be ground, dried, leached carefully with several washings of water and then baked into bread or boiled into mush.

Probably because Sonoma Creek was not big enough, men were likely to be both hunters and fishers, not specializing as did the Pomo to the northwest. The first great adventure of a young boy's life was to go with his father hunting or fishing, learning by watching, trying and making mistakes and finally triumphs in the capture or killing of wild things. But one thing he learned that most children of modern hunters don't learn, and that was to save and use almost everything found in an animal's body.

To stalk a deer by using the head of an antlered buck as a



VINTAGE FESTIVAL "historic happening" portrays arrival of Padre Altimira to found mission in Sonoma, and includes "Indians" in cast. The Franciscan friar converted many of the redskins to Christianity during his brief stay here.

disguise was one of the great hunting feats every boy dreamed of mastering. It took patience, wisdom in watching and learning from the animals, and strenuous physical exercise.

MOST TIMES of the year everybody was active, but winter was a time of too much leisure and boredom. The men and boys slept for extra hours in the warmth of the sweat house with its fire and hot stones, or spent other hours telling stories. Hunters and fishers were busy

fixing their instruments of the chase. Women and girls made baskets or woven rabbitskin blankets, or just sat and gossiped, a world-wide habit!

When the end of the rains came and the earth took on new life in the spring, what a joy it was for the women and children to get out of the cramped village quarters and hunt for edible roots, herbs, bulbs and fruits of the spring growing! And the men were away on the first great hunts. It was a good time to be alive!

## Sonoma Valley Historical Society



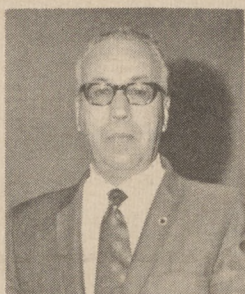
Society

Salutes the

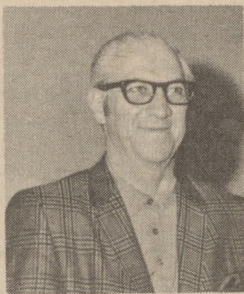
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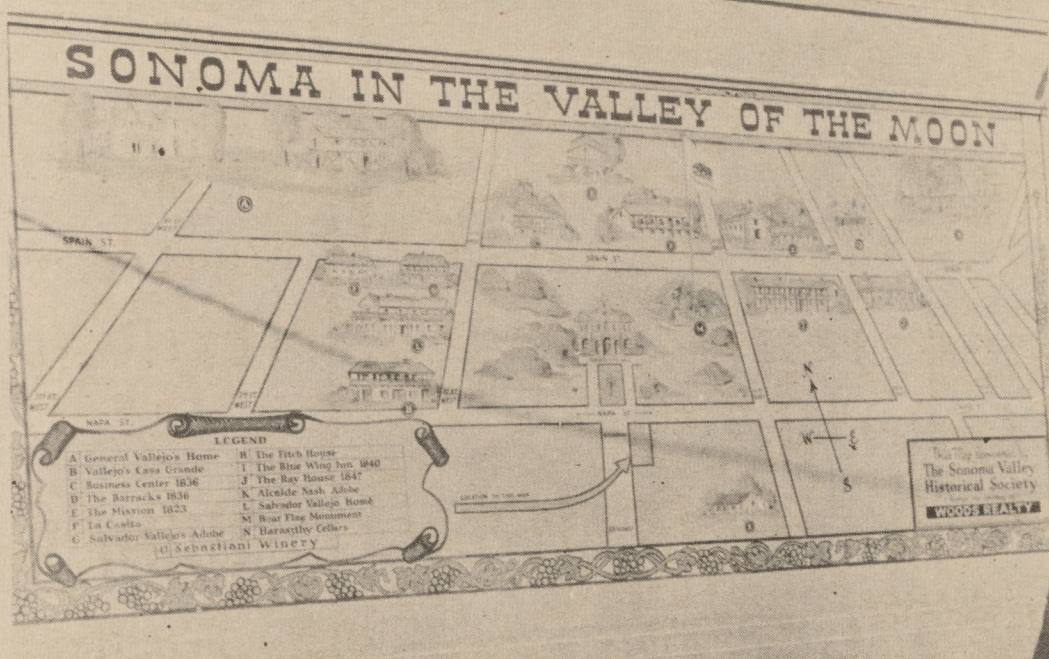


RICHARD BOND



LOUIE MINELLI

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# Sonoma Mission--150 years old in 1973

(Robert D. Parmelee, author of this piece, is a veteran Sonoma attorney and collector of local history. A past president of the Sonoma Valley Historical Society, he is the driving force behind the upcoming 1973 Mission Sesquicentennial celebration.)

By ROBERT D. PARMELEE

PERHAPS the most significant building in Sonoma is The San Francisco Solano Mission, sometimes called San Solano, or even simply Sonoma Mission.

During 1973 the people of this valley will celebrate the 150th anniversary of the founding of this old mission. That summer local people will recreate many of the historical events connected with this edifice.

As a preview of some of the events that will be reenacted, a resume of the history of the Sonoma Mission follows:

The story of the Old Sonoma Mission begins with Father Jose Altimira, who in 1823 was the assistant priest at Mission Dolores in San Francisco. An ambitious man, he sought to establish, in an area north of San Rafael, a mission of his own which would replace both



Long in a state of deterioration, and ignored by virtually all but history lovers, what remained of Sonoma's Mission in 1906 suffered further in-

dignities during the San Francisco earthquake of 1906. Some authorities say it looked like this even before the big quake struck.

Mission Dolores and Mission San Rafael, and he actually did succeed in getting agreement to this plan from Governor Arguello and the California Territorial Assembly. The church, however, withheld its consent. Later it did grant Father Altimira permission to

start a new mission in the area north of San Francisco Bay but required that the two existing missions continue to function.

ALTIMIRA chose for his mission a site just south of a row of hills in the midst of a beautiful valley known to the Indians as Sonoma, full of abundant fresh water, wild game, and Indians. He blessed the site on July 4, 1823, and on April 4 of the year following he dedicated his newly completed chapel, a wooden structure, plastered inside and out with whitewashed mud, approximately 96 x 22 feet.

In 1827 foundations were laid for a large, adobe church at the southeast corner of the mission square. This adobe structure, according to mission records, was completed in 1832, but if a manuscript at the Sonoma Mission archives by Platon Vallejo, Don Mariano Guadalupe Vallejo's son, can be believed, the walls of the adobe church never got more than twelve feet high. Reports

conflict as to what happened to this structure, but it is true that today no portion of this "cathedral" remains.

During this same period of construction, a priest's house (a one and one-half story adobe structure) was built connecting the little wooden chapel to the west with the adobe cathedral on the east. A portion of this building still stands and is being used as the Mission Museum on Spain Street.

The building most frequently identified with the Sonoma Mission is the small chapel now standing at the corner of First Street East and Spain Street. Actually this chapel had nothing to do with the mission except that it was constructed on mission ground around 1840.

ALTHOUGH the mission had been shortlived, it had been reasonably successful. The 1831 census of people of all classes - Indians, garrison and settlers - totalled 705; in contrast, the mission at San Francisco had only 237 for the same year. The

mission accounted for 1,660 fanegas (a fanega is approximately 2½ bushels) of maize, beans, peas, wheat and barley during that same year, whereas the mission at San Rafael reported only 1,327 fanegas, and San Francisco 1092. That same year the Sonoma Mission reported it possessed 2,500 domestic cattle, 725 horses, four mules, 5,000 sheep and 50 swine, far exceeding the numbers at San Rafael, and approximately equalling the totals at St. Francis de Assisi.

After secularization in 1834, disintegration was rapid, so that when members of the Wilkes exploring expedition visited Sonoma in 1841, they found the adobe buildings forming the mission square delapidated and the mission itself scarcely tenable.

George Simpson, visiting Sonoma the same year, noted that the mission did not even have a priest in residence, and when Edwin Bryant saw the mission in 1846, the only thing he reported with interest was its infestation with fleas.

Most of the North American pioneers, Sonoma's new residents of 1846, cared little what happened to the mission--it being a symbol of the old Mexican society they were anxious to eradicate. But there were some exceptions.

Youthful Eliza Donner, survivor of the Donner tragedy, was fascinated with the mission belfry built of tree trunks in front of the priest's house and was continually tempted to ring the mission bells which hung, by rawhide straps, from the smooth-cut cross beams.

William B. Ide was another, but his concern for the mission's state of disrepair was made clear to the Mexicans so as to gain their support of his own cause--an independent Republic of California offering (according to Ide) religious freedom to replace a corrupt

(Continued on Page 14)

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# Sonoma Mission--150 years old in 1973

(Continued from Page 13)  
government which (he said) had robbed and destroyed the mission and appropriated its properties to the "individual

aggrandizement of its favorites."

THE PHYSICAL condition of the mission buildings was deceptive. Typically, they gave



**BILL GETCHEY**, State Ranger at the Mission here, displays sword said to have belonged to Lt. Col. Joseph Hooker who owned land in Sonoma Valley before leaving to fight for the Union in the Civil War. Mission has many historical artifacts on display.

the appearance of being ready to collapse, whereas in fact they survived for decades even though totally neglected, and actually the mission buildings, bad as they looked, were rented during the late 1840's and 1850's for a variety of purposes.

William Boggs, Missouri pioneer of 1846, used a portion of the buildings as a restaurant. Victor Prudhon used a portion as an Indian employment agency. Joseph Hayne, his wife, and five children lived in the cloister adjoining the church; Guy Fling used part of the mission as a blacksmith shop, and one Leyden converted a portion of the buildings to a magazine and newspaper shop.

The belfry admired by Eliza Donner disappeared, and

generally the mission grounds were unsightly.

Deeded back to the Catholic church by U.S. patent issued by President Abraham Lincoln in 1961 were 2.6 acres of mission land and a separate vineyard (presumably considerably less acreage than the mission operations originally covered, but in 1961 the only land which could visually be identified as mission property), and for 20 years the small chapel situated at the southwest corner of this parcel of land served as the town's Catholic church, Don M. G. Vallejo having financed its repair.

Then, in 1881, Bishop Alemany sold the land and mission buildings to merchant Solomon Schocken, and it was

at this time that the Catholic Church moved from the mission site to its present location on Napa Street.

THE NEGLECT of the Sonoma Mission could not go on forever, and thus it was that between 1902 and 1911 local and statewide forces combined to save the buildings. The local restoration efforts were centered in the Sonoma Valley Women's Club, who, under the leadership of Marie Clewe (wife of a pioneer merchant), Carrie Burlingame (daughter of a 49'er) and still living here, Mrs. John Wagon, and Mrs. Ray Hunter, a fund drive succeeded and the structures were

(Continued on Page 15)

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### A saloon hid the Mission

A corner saloon (one of 14 in Sonoma at the time) all but hid Sonoma's historic Mission which was being used as a hay barn before it was restored. The Sonoma Valley Woman's Club, the State Landmark League and newspapermen

Joseph Knowland and Wm. Randolph Hearst played major roles in raising funds to purchase the mission, and it was restored through support of the late State Senator Herbert W. Slater, who urged state appropriations.

# Good wishes

to all those who  
worked to give us a 1971

## Vintage Festival

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SONOMA



## Sonoma's Mission

(Continued from Page 14)

stabilized.

In spite of their efforts, the front of the chapel collapsed during the wet winter of 1909. Undiscouraged, the Women's Club, from their headquarters in the old Barracks Building, raised \$700 cash to repair the front of the church, using adobe bricks from a portion of a Salvador Vallejo building of the 1840's on First Street West.

Spearheading the statewide campaign to save the buildings was Mrs. Laura Bride Powers. Founder of the California Historic Landmark League in 1902, she convinced newspaperman State Senator Joseph R. Knowland to serve as its president and, as its secretary, launched a vigorous campaign to save the Sonoma Mission.

Soliciting money from the Native Sons and Daughters of the Golden West, William Randolph Hearst, the others, the League was able to purchase .57 acres of mission land from Mr. Solomon Schocken in 1903.

The League turned the Mission over to the State of California in 1905, and after years of delays, the persevering Mrs. Powers took a number of photographs of the buildings, went with them to governor-elect Hiram Johnson, and obtained a promise from him that \$2,000 would be allocated to repair the Mission.

The new governor kept this promise, and in addition he assigned the State Engineering Department to do the repairs. Without any historian or architectural consultant, the Department did the best it could with the funds available, but the result was that the old structure

used as priests' quarters was reduced in size from 1½ stories to one story, cut in half along approximately a north-south line so that only the south cloister was restored, and shortened a little on the east end.

THE MISSION was rededicated in 1914 and opened to the public on a regular basis in 1922, when caretakers Mr. and Mrs. Anderson J. Borie moved into an apartment on the east end of the priests' quarters. In 1923 a gala centennial was held at Sonoma commemorating the founding of the mission. As part of this five-day carnival, an historical pageant, written by State Pageant Director Garnet Holme, author of the Ramona play, was presented in front of the Mission, retelling in part the story of Sonoma. The pageant was the most elaborate affair of its kind ever put on in Sonoma.

On February 18, 1971, a group of valley residents formed a non-profit California corporation known as the Sonoma Mission Sesquicentennial Commission. The present directors are Robert H. Canard, Mrs. Camille Cochran, Robert M. Lynch, Henri Maysonnave, James F. Millerick, Robert D. Parmelee, and Henry J. Riboni.

This corporation will coordinate the various events to take place in 1973. It will serve as a repository for charitable gifts, allocate and assign pageant responsibilities to various societies, secure participation in events by the public, and provide leadership and direction to the event in general.

It is hoped that if sufficient



### Mission San Francisco Solano de Sonoma

The last and most northerly of the mission chain founded by the Franciscan Padres on El Camino Real is the mission at Sonoma, one of just two of the 24 mission establishments owned by the State of California. Most of the others are still operated by the Catholic Church. The other mission preserved

and operated by the California Division of Beaches and Parks is La Purisima Concepcion de Maria Santisima, five miles from Lompoc. Sonoma Mission was founded and dedicated on July 4, 1823 by a young padre named Jose Altimira. It was secularized in 1834. It is open daily to the public.

funds are received, archaeological research can be undertaken to locate the foundations of both the large cathedral and the mission cemetery.

As the first step, the Mission Commission (as it prefers to be called) will offer for sale during

this Vintage Festival honorary memberships. Memberships will be extended for a contribution of \$5 each, in return for which the associate member will receive either a mission bell replica tie clasp or a pin, a membership certificate, and other privileges as shall be

determined from time to time by the Commission.

Memberships may be obtained at the Chamber of Commerce, 461 First Street West, Sonoma, at the law office at 466 First Street East, Sonoma, and at other locations around the Sonoma Plaza.

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## A rose named 'Sonoma'

By ROBERT H. CANNARD

Sonoma means a great many things to different people. The Indians, according to General Vallejo felt the moon held special meaning to the Sonoma Valley. Others of us have come here for various reasons.

The world-famous John S. Armstrong rose company thinks of Sonoma in another way. They think the name "Sonoma" will sell lots of roses.

In 1968, they selected from their hybridizing program a beautiful rose for introduction in the All American Trials. These official trials are carried on at 15 experimental stations throughout the United States. Our rose, Sonoma, did well in all of them and will be introduced next year (fall 1972) to coincide with the Sesquicentennial Celebration of the founding of the Sonoma Mission, to be observed in 1973.

Our rose will be advertised and sold under the name "Sonoma" throughout the United States.

THE STORY of how this came about is a home town one. It started in the spring of 1968 when Bob Cannard, manager of the Sonoma Valley Chamber of Commerce, saw an advertisement for the Rose of San Antonio commemorating the anniversary of the Alamo. Bob, a professional horticulturist and retired nurseryman, thought if San Antonio, why not Sonoma? A better sounding name for a rose anyway you say it!

The first letter to the Armstrong Company lay dormant for a year with no reply but after a reminder a year later, the executive board of the big rose company decided the old Indian name "Sonoma" had considerable appeal for the name of a rose.

At this point, Frank Wedekind, veteran local nurseryman, came into the picture. Wedekind has specialized in roses for many years and has one of the largest collections on display of any nursery in the Bay Area. In addition he has used Armstrong as a large

supplier for a long time, becoming well acquainted with all members of the company in the process.

Under Wedekind's careful guidance, the introduction of our rose has advanced. The company has put down large numbers of buds for propagation, 350,000, to be exact, for summer production during 1971 so they will be fully grown plants by fall 1972. This fabulous rose will be available locally next fall.

HENRI MAYSONNAVE, the Plaza patriarch, came into the scene about this time and suggested that we send plants to all the governors of the United States, the White House Nixons, the Pope and the home town of Padre Serra—the founder of the Missions in California. This will be done.

However, the largest planting will be in Sonoma. Just in front of the fountain in the Plaza at the end of El Camino Real, we will have the largest planting of any one variety of rose in the

United States, 500 plants of the rose SONOMA.

This rose is a graceful pink Floribunda. The color of the blooms, which are produced in great abundance, is a medium pink tending to salmon pink, while the buds have a deeper tone. Both flower and bud are beautifully shaped, and they are set on a plant which is vigorous, well-balanced, and healthy.

With good lasting quality, SONOMA is excellent, both as a garden and a cut flower.

These roses will be available late in the fall next year at the Wedekind's Nursery at 21095 Broadway. Help celebrate the Sesquicentennial of the Sonoma Mission by having these roses planted in your yard next year.

SONOMA—a beautiful name for a rose or your home town!



Flamboyant, ebullient and hard-working Bob Cannard, executive vice-president and manager of the Sonoma Valley Chamber of Commerce loves to publicize the community he loves. Above, he serves as auctioneer in C of C fund-raising project.

## Welcome to the Vintage Festival!

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# General Vallejo, founder of Sonoma

Although Padre Altimira founded the mission here in 1823, the recognized founder of the pueblo of Sonoma is Don Mariano Guadalupe Vallejo. While serving as commandant of the San Francisco Presidio in 1835, the handsome, 28-year-old officer, was ordered by Governor Jose Figueroa to establish the settlement here.

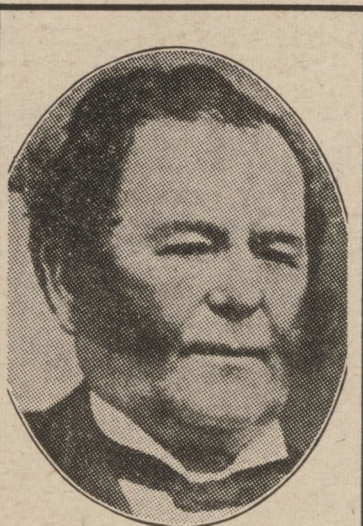
Born on July 4, 1807 in Monterey, then under the flag of Spain, Vallejo was educated in the college there, and entered military service at the age of 16, as a cadet and private secretary to Gov. Arguello.

Shortly after being sent to Sonoma with his military contingent in 1834, Vallejo sent for his young wife, Francisca Benicia Carrillo and their baby son. For a time, the Vallejo family occupied a large, two story adobe building at the east end of the padres' residence on the grounds of Mission San Francisco Solano. Later he built a large and commodious home west of the mission, called the Casa Grande, and here 11 of the Vallejos' 16 children were born.

It was here that Vallejo was living at the time of the Bear Flag rebellion June 14, 1846, and where he was taken prisoner by armed members of the Bear Flag Party and taken to Sacramento, where he was locked up at Suffer's Fort.

General Vallejo, always friendly to Americans and acknowledging that California would be better off under U.S. rule, on his release made his great influence as a friend of the U.S. felt throughout the country. He took active interest in public affairs, always on the side of order and good government. He was elected a mem-

ber of the Constitutional Convention which met in Monterey



Sonoma's founder

Commandante at the Presidio of San Francisco, Mariano Guadalupe Vallejo was only 25 years old when Gov. Jose Figueroa named him Military Commander and Director of Colonization of the Northern Frontier--and ordered him to lay out a pueblo in the valley of Sonoma. Vallejo arrived here on Dec. 2, 1834, with his cavalry company from the Presidio.

and was a Senator from the Sonoma district in the first legislature of California.

He died at his home here, Lachryma Montis (Tear of the Mountain) in 1890 at the age of 83.

His grandson, Richard R. Emparan, who bears a striking resemblance to the handsome general, is still living, and is recognized as Sonoma's first citizen.



Horse -- and horseless carriages

General Vallejo's London-made carriage was in a neglected state when a group of touring newspaper publishers visited Lachryma Montis about 1912 or 1913. The little girl visible in the Winton touring car at right is Celia Thomson

Schiffler, Gen. Vallejo's great granddaughter, then 4 years old. The gent in hat seated at right is Harry H. Granice, Index-Tribune publisher, and grandfather of the present publisher, Robert M. Lynch.

## Be Our Guest - - -



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# How Sonoma lost the county seat

By virtue of General Vallejo's great influence, after California was admitted into the Union Sept. 9, 1850, Sonoma became the county seat, following a September, 1851 county election wherein the local government was vested in a court of sessions, presided over by the county judge, and two as-

sociates chosen from the justices of the peace. There were less than 1,000 people living in the entire county at that time.

In 1852, Sonoma welcomed the first newspaper to be published north of San Francisco--the Sonoma BULLETIN, with Alexander J. Cox as editor and publisher.

However, that year and the next, Santa Rosa and Petaluma gained in wealth and population, whereas Sonoma seemed to have reached the high-water mark of its prosperity, and, says historian Thomas H. Thompson, "the ebb set outward, very slowly, so slowly that those who drifted were not conscious of it, but surely it was going down."

In 1853 the Democratic convention met at Santa Rosa and nominated Sonoma's "Fighting Joe" Hooker and Lindsay Carson of Santa Rosa for the assembly, and a full county ticket. Carson was elected to the legislature, and there was a tie vote between James N. Bennett of Santa Rosa and Joe Hooker of Sonoma.

THE QUESTION of the removal of the county seat from Sonoma to Santa Rosa entered into the first contest quietly, but was not openly discussed; the second race between Ben-



THE PIONEER SALOON and Miller & Pauli's store were popular business places of Sonoma in the 1870s and 1880s. They were located on the south side of the plaza, on Napa st., just east of Broadway.



THIS WAS THE IOOF HALL on Broadway, Sonoma, in the year 1888. A store occupied the downstairs portion.

nett and Hooker hinged directly on this issue.

The election came off on the 29th of October, and Bennett, who lived in Bennett Valley, and for whom it is named, beat Hooker by 13 votes.

When the legislature of 1854 met, nothing was said the first session about the removal of the county seat by the Sonoma County delegation. When the bill was sprung, it was rushed slickly through without delay, and before the drowsy Sono-

mans in the historic old city knew what was going on, the bill submitting the question to the vote of people, had passed March 28.

The Sonoma BULLETIN, through the then slow communication channels, did not learn of the sly action until the first of April. The bill provided that at the fall election the vote of the people should decide the question of remov-

(Continued on Page 19)

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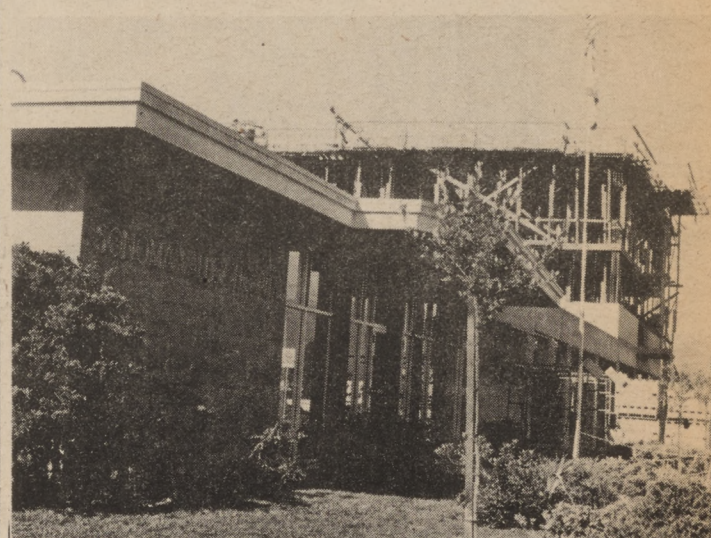
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## Sonoma, "ex" county seat

(Continued from Page 18)

ing the county seat to Santa Rosa.

ON THURSDAY, Sept. 22, the archives were spirited to Santa Rosa, in the following manner colorfully described by historian Thompson:

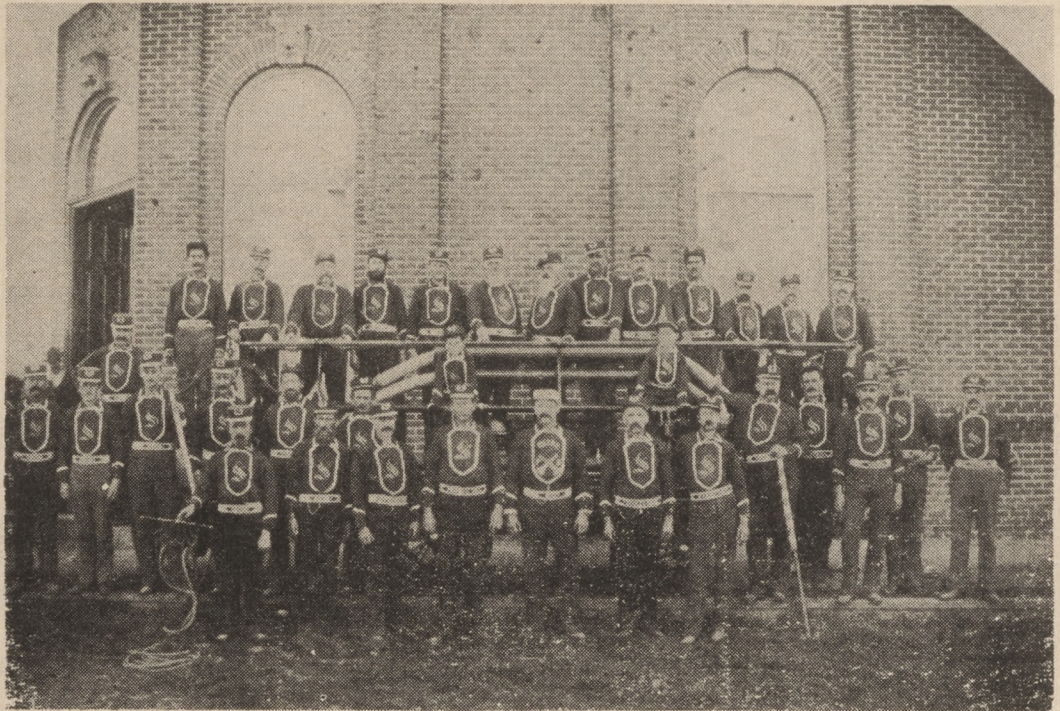
"On the day appointed, Jim Williamson, with a four-horse team and wagons, accompanied by Horace Martin and some others, went down to Sonoma, captured and brought up the archives, amid dire threats of injunction and violence from the Sonoma people, who saw, with no little chagrin, the county seat slip through their fingers.

"The Santa Rosans had the law, wanted only possession, and would not have hesitated to use all the force necessary

to get that; as it was, they captured the archives by strategy, and the dry and dusty documents of former drowsy old alcaldes were whirled over the road as fast as Jim Williamson's four-in-hand could take them to the new capital, where they safely arrived and were deposited pro tem in Julio Carillo's house, which was rented for that purpose."

the Sonoma BULLETIN printed the bad news, thusly:

"The county seat--that's a gone, or going case! The up-county people worked furiously against us, and have come out victorious. What majority the new seat got, we are not aware; but whatever it is, why it is as it is, which incontestable truth consoles us."



SONOMA'S VOLUNTEER FIREMEN of 70 years ago. What they lacked in equipment, they made up for in uniforms and bravery. Every leading citizen and businessman was a member of the fire department. Lacking water at one major fire on the east side of the

town square, firemen used several thousand gallons of wine to save the building. The old hand pumper visible in photo is still a prized possession of the Sonoma Fire Department and is used in exciting pumping contests with other fire departments.



WINE LABEL for General Mariano G. Vallejo's own wines was done in gold and black. Vallejo's vintages won many awards at the California State Fair.

### Seven flags flew over Sonoma

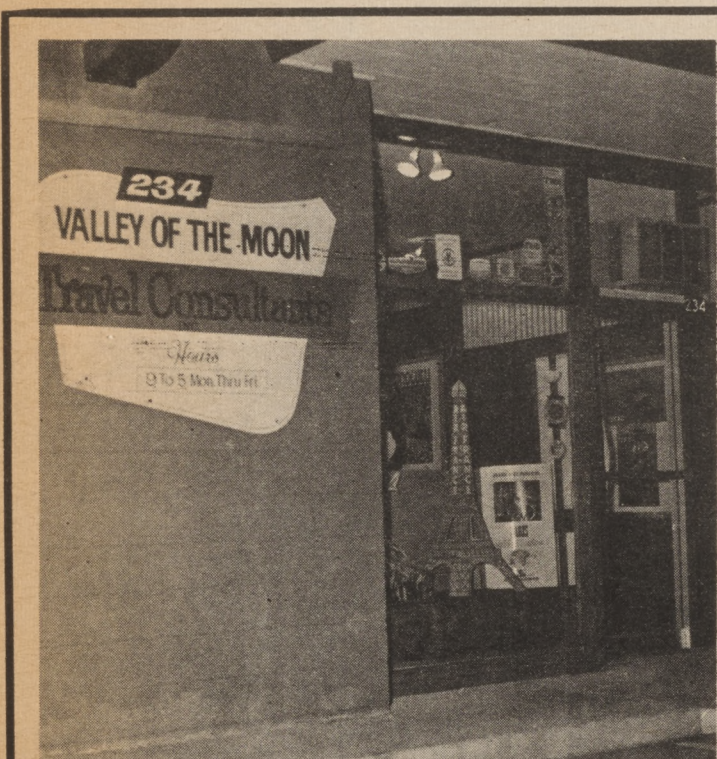
The Valley of the Moon has lived under seven flags. First, there was the Spanish (1542) followed in order by the English (1579), the Russian (1811), Mexican Empire (1822), Mexican Republic (1823), the Bear Flag (June, 1846), and the Stars and Stripes (July, 1846).

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## A bit of history

Sonoma became the home of early-day settlers who from the first were encouraged to plant gardens and erect homes on lots or tracts granted to them by General M.G. Vallejo and later by Alcaldes John Nash or L.M. Boggs. Titles had to be perfected, and Jasper O'Farrell, after whom O'Farrell Street in San Francisco is named, surveyed the Sonoma area and made a map of the township.

The boundaries of the city were determined. The plaza, cemetery and other gifts of Vallejo to the town were recognized. Broadway, magnificent 110-foot wide boulevard, and main approach to the town, was among these.

Sonoma was first incorporated in 1852, but there was dissension and accusations against city officials over funds, so the city disincorporated. The first Board of Supervisors met in Sonoma, but after Santa Rosa had won the election for the county seat, Sonoma seemed to

drag along while more progressive towns began to grow. Petaluma, because of its water transportation was a thriving place.

The boats and stages also brought passengers to Sonoma. The little schooners which came up to Embarcadero near the present Millerick ranch carried Sonoma Valley freight.

When the railroad superseded the stagecoach to Sonoma, roundhouse and shops were built on the plaza. To accommodate picnic excursions, a pavilion was erected on the plaza. It later was enclosed and became the city hall. Sonoma was reincorporated as a city in 1882.

Lewis Adler, F. Leiding, Cooper and Spriggs, Pauli Bros., J.A. Poppe, F. Duhring and F. Clewe were pioneer merchants. S. Schocken had a store in the old barracks which he purchased. He also bought the Mission when the church moved to a new site. The Mission was used as a hay barn and on the corner a saloon loomed.



DIRT STREETS were the vogue when this 1868 photo was taken on First street east, looking south. The building to the

left of the flagpole was Sonoma's first post office. It is now the site of Vella's Fountain.



SONOMA PLAZA 80 YEARS AGO -- A narrow guage railroad had its Sonoma depot and roundhouse in the center of the plaza. The right of way up Spain

street past the Sonoma Mission was vigorously protested by the citizenry. The Donahue road had a stormy time of it and laid much of its track at night.



### Valley Cycle Center

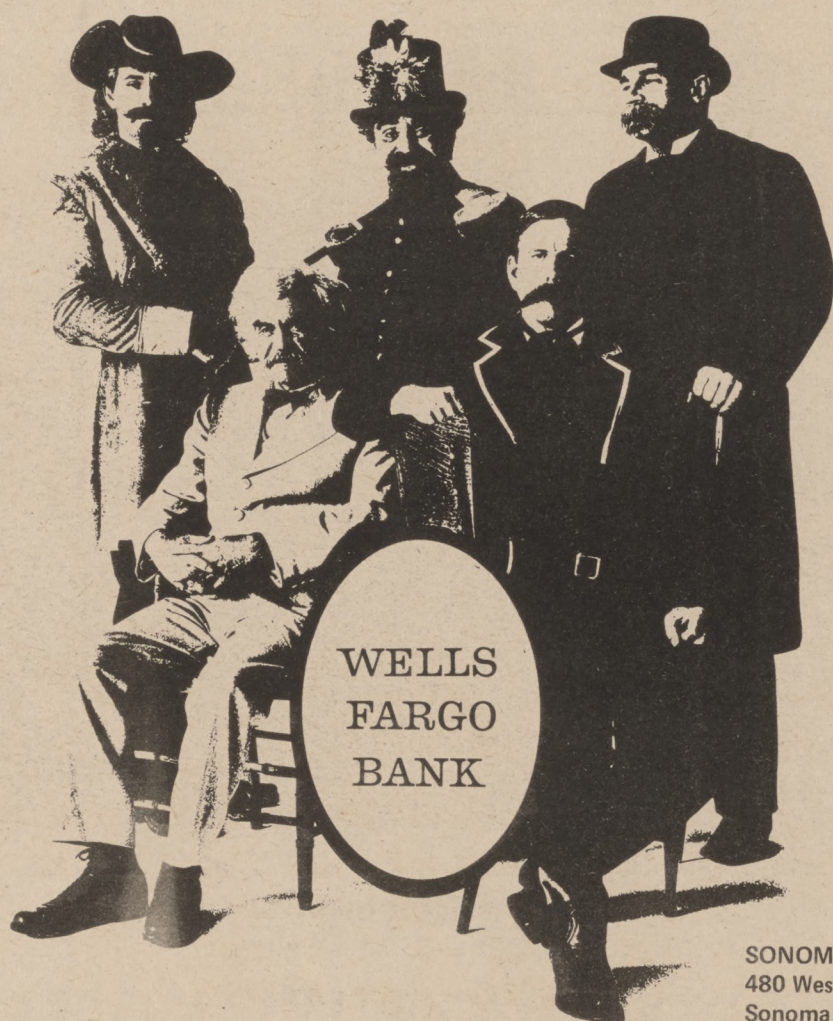
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## Grant, Sherman were here

When Sonoma was a military post--July, 1846 to the end of 1851--many young army officers were stationed here for periods of time. Many of them later became high-ranking officers and won fame in the Civil War.

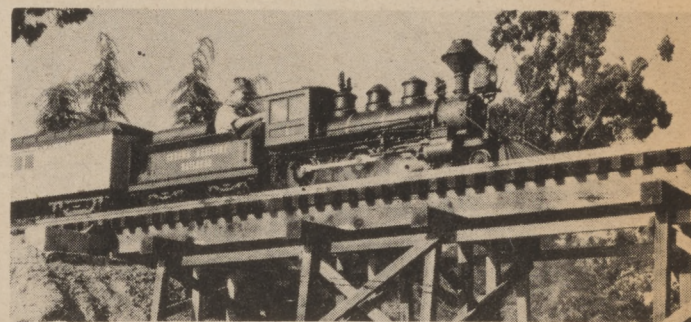
Among them were Ulysses S. Grant, William Tecumseh Sherman, Fighting Joe Hooker, Philip Kearney, Jr. and George

Stoneman.

It was noted that during this time many theatrical performances were held by the soldiers, and it is possible these theatricals antedated those put on in Monterey. Therefore, there is some question about Monterey having had the "first theatre" in California. Sonoma very likely deserves this recognition.

While in Sonoma  
at the Vintage Festival  
visit

## Train Town



Take a 15 minute steam train ride  
through a scale model train park  
and minature old western town

On Broadway

one mile south of the plaza





SONOMA VALLEY BAND, 1890. Left to right: William Stone, Fred Clark, Leland Shaw, Claude Johnson, George Tate, Jim Albertson, Jake Wystrick, J. G. Marcy, Lucien Johnson, Alf McLaughlin, Eph Cutter, Al Sutter,

George Martin, Fred Ehrlich, George Porter, Frank Carmer, Charles Ward, Robert Wilson and Hugh Maxwell, leader. --Photo taken at north end of First st. west.



SOUTH SIDE OF NAPA ST., between Broadway and First st. east in the year

1892. Pioneer Saloon in the left foreground.

FEW OF THE "Spanish land grants" of California's history were really Spanish grants. In 1790, there were 19 privately-owned ranchos in what is now the state. By 1830, nine years

after Spanish rule ended, there were about 50. After another decade of Mexican rule, however, privately-owned ranchos were estimated at between 800 and 1,000.



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## Those trees were planted by Vallejo

Few visitors realize, as they drive up the tree-lined road to the historic Vallejo home, that most of these trees were planted over 100 years ago by General Vallejo himself. In 1852, when the City of Sonoma wished to make the road part of West Third Street, Vallejo wrote the Councilmen stating he had planted the trees at great expense and since he owned the land on both sides, he would like to purchase the proposed street as a private road to his Lachryma Montis (Tear of the Mountain) estate. On April 4, 1852, Vallejo received a deed which stated in part, "Know all men by these presents that I, John Cameron, Mayor of the City of Sonoma, by virtue of the powers in me vested in consideration of the sum of twenty dollars paid by Benicia F. de Vallejo to the City Treasurer do hereby grant, convey and confirm unto the said Benicia F. de Vallejo all that piece of land lying in the City of Sonoma known as West Third Street, between Spain Street and Alp Street."



OLD STAGECOACH driver, Jos. H. Albertson, became Sonoma's \$15 per month Constable, and stood firmly against bicycle riding on the sidewalk!

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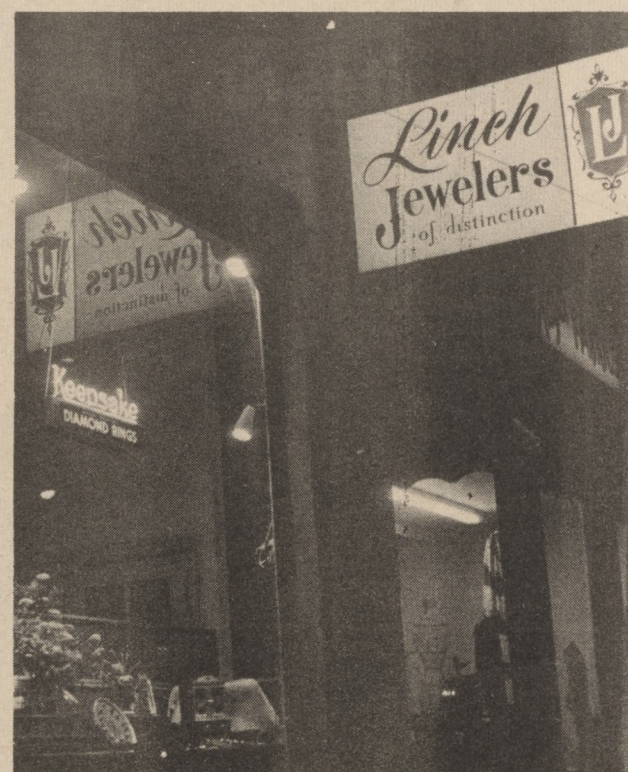
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JACK LONDON'S remains rest under this huge natural stone on the portion of the Glen Ellen ranch which is an historic state park.



JACK LONDON'S DEN on his "Beauty Ranch"

## Jack London State Park, worth seeing

Jack London State Park is located in Glen Ellen, about seven miles northwest of Sonoma. It includes some 40 acres of the famed author's Beauty Ranch (still held by his heirs), which he established in 1905 and where he died at the age of 40 in 1916.

The park includes the ruins of Wolf House, the huge red-wood-and-stone chalet London built and which burned mysteriously just before he and his wife, Charmian, were ready to move in, in 1913; the House of Happy Walls, where Charmian lived for many years after her husband's death; and London's grave.

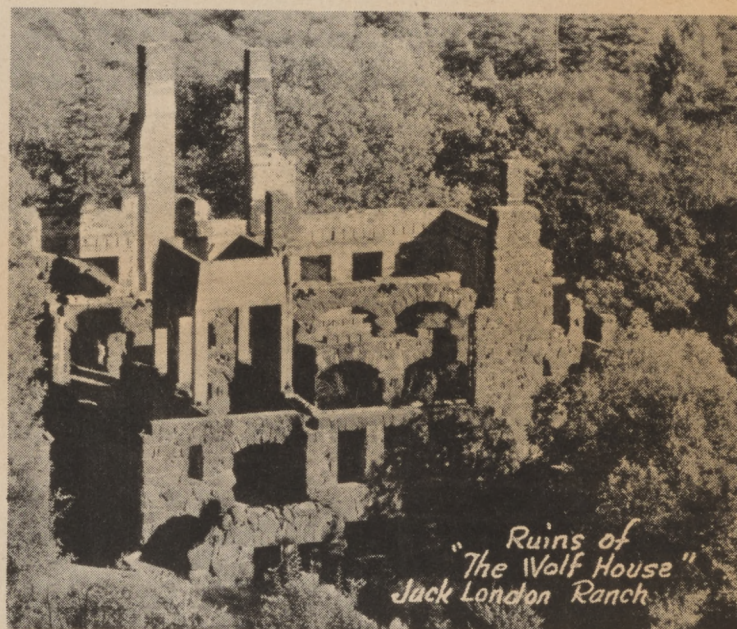
The House of Happy Walls is a veritable London museum, filled with possessions and mementoes of the adventurous writer. Here are many of the colorful artifacts he and Charmian brought back from their travels in the South Seas.

One room on the first floor of the handsome native stone building is fitted out as London's office used to be, with his desk, dictating machine, typewriter and other items.

On the second floor are other London heirlooms. Here, too, is Charmian's sleeping quarters and another room has been furnished to resemble London's bedroom, although he actually never lived in the House of Happy Walls. It seems as if the two had only gone out for a little while.



JACK LONDON, one of the world's best-known authors, helped to make Sonoma Valley famous as the "Valley of the Moon." He settled on a beautiful ranch in the Glen Ellen hills in 1905, just two years after he had sold his famed novel, "Call of the Wild" for \$2,000 outright to MacMillan Co. He was 29 years old when he came to Sonoma Valley, and was only 40 when he died at his ranch in Glen Ellen on November, 1916. London's nephew, Irving Shepard, still resides on the ranch, a portion of which is now a State Historical Park, open to the public.



RUINS OF THE WOLF HOUSE -- This was the mansion built by famed author Jack London which burned mysteriously in 1913, just before he and his wife, Charmian, were about to move in. Ruins can be viewed by public at Jack London State Park, Glen Ellen.

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THE ALMACEN, brick and timbered storehouse, just east of the residence at General Vallejo's home, was shipped around the Horn in cut and numbered pieces from Europe during the Gold Rush. In this building were stored supplies for the Vallejo home, ranch and vineyards. To the rear of the main residence is the reservoir which captured the water from the huge natural spring on the property—from whence came its name "Lachryma Montis" Tear of the Mountain."

## Last Bear Flag Party survivor

Historian Honoria Tuomey records that most of the members of the Bear Flag party made their homes in Sonoma county. Some became prominent in public affairs. Much attention was shown them, and

they were among the guests of honor at patriotic celebrations.

The last survivor of the episode was the late James McChristian, who died in Sebastopol in June, 1914.



GENERAL VALLEJO'S HOME in old Sonoma was Lachryma Montis (Tear of the Mountain), now a State Historical Landmark and open to the public. The General acquired the property in 1850 and himself planted the trees bordering the roadway to the gate of his garden. It

is furnished today as it was in Vallejo's day, with its many imported furnishings. Visitors many times find as their host at the Vallejo home the General's grandson, Raoul R. Empanan, one of Sonoma's best-known citizens and a spry octogenarian.



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THE PRESENCE of Russian colony, "Fort Ross," in what is now California is well known, but it was not the southernmost Russian base in the Americas. That was the Farallones Islands, some 25 miles from the Golden Gate, where the Russians had a sealing station—for both furs and food—from 1812 until 1840.

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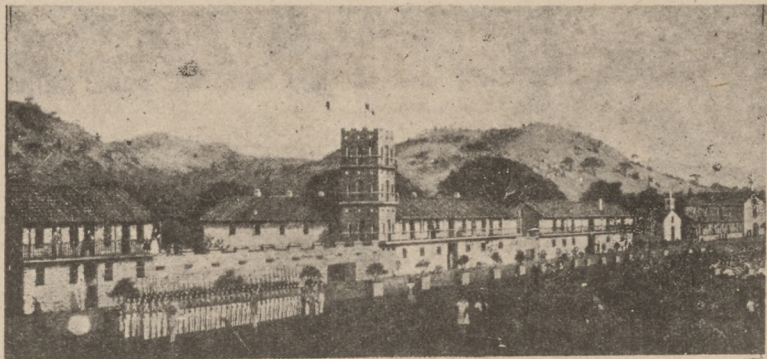
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GEN. VALLEJO'S Casa Grande, the Barracks and Sonoma Mission buildings are shown in this old print. Note large Mission chapel at far right of picture above.



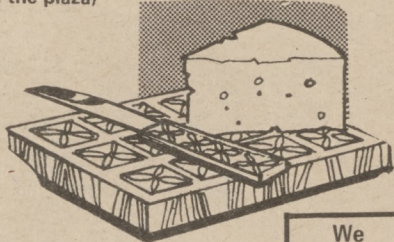
SONOMA PLAZA in 1896, looking northwest toward corner of First street west

and Spain street. Note the young trees and shrubs.

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GRANDSON of General Vallejo, Richard Raoul Emparan, is one of Sonoma's best-known residents. In his mid-eighties, he nonetheless enjoys good health and visiting with his multitude of friends here. His wife, Madie Brown Emparan, is acknowledged as the leading authority on the Vallejo family, and her beautifully done book, "The Vallejos of California" is much in demand.

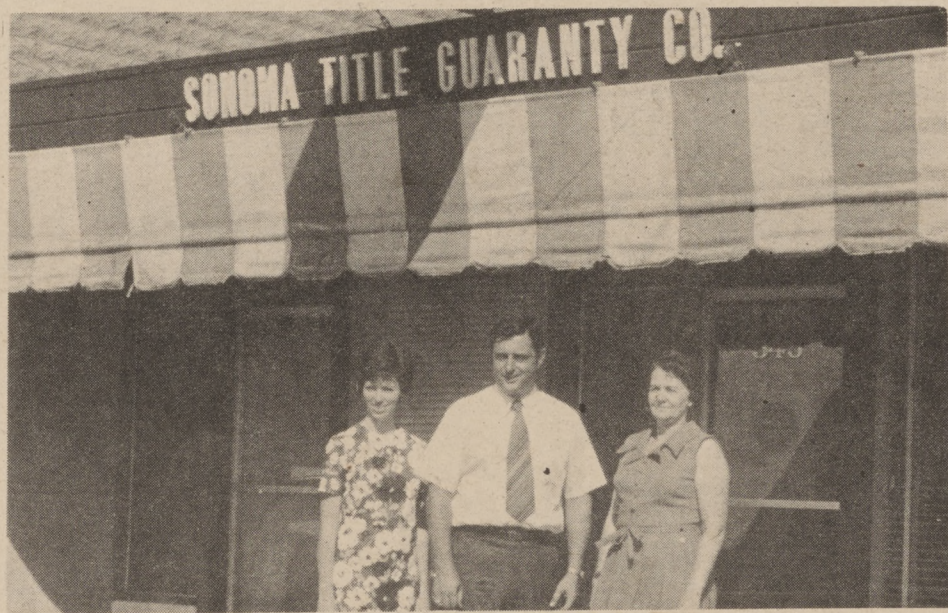


RICHARD RAOUL EMPARAN, grandson of General Vallejo, is shown under the Sonoma Mission bell with Vallejo's grand-niece, Mrs. Charles Shegog (left) and his wife, Madie Brown Emparan, noted local author-historian.

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# The Bear



# Flag Party

THE Plaza in the old City of Sonoma, scene of the Bear Flag revolution, should interest everyone in California, for here our State Flag was made and raised, June 14, 1846.

The flag of California, with its grizzly bear and star, is an emblem with a history. Although the Bear Flag was not adopted as the State Flag until 1911, it was the first flag to fly over California after Mexico's comandante, General Mariano G. Vallejo, had been taken prisoner, and pioneer Americans proclaimed "The California Republic." This hardy band of adventurers, traders and trappers, had crossed the plains and scaled the rugged mountains long before the days of gold. The call of a new empire lured them here—California, the land of opportunity, was even then a word of magic!

Mexico, then in possession of California, began to suspect the presence of these men, particularly General Fremont, presumably making surveys for a trade route into California, but believed by General Castro and other Mexicans to be bent on conquest for the United States.

Suspicious of the constantly growing number of Americans collecting around Sutter's Fort, and settling in the Sacramento, Napa and Sonoma valleys, the Mexicans finally ordered all Americans to get out of California.

This was too much for the Yankees, and knowing that the United States was having trouble with Mexico that would sooner or later lead to war, they determined to hasten American occupancy of California.

Riding all one night from the Sacramento Valley, thirty horsemen rode into the Mexican Pueblo of Sonoma at sunrise June 14, 1846, and took General Vallejo prisoner.

After seizing the military barracks and rusty cannon of the town, the Americans, under William Ide, decided that they needed a flag to run up on the Plaza's staff where the Mexican emblem was flying. Material was scarce, but William Mathews, who was the express rider between Sonoma and Sutter's Fort, persuaded his wife to give her red petticoat to the cause, and the new blacksmith's wife, Mrs. John Sears, gave a piece of unbleached muslin, or

manta cloth, which she had brought across the plains in a wagon train from Missouri. William Todd, a nephew of Mrs. Abraham Lincoln, volunteered to make the flag after the pioneers agreed that they wanted a grizzly bear on it and a star like the flag of Texas. The flag was made from the unbleached muslin with a red strip across the bottom, and the bear was painted with red paint on the white field and the words, "California Republic", painted beneath.

There were shouts of joy as the Bear Flag was raised over Sonoma's Plaza and the soldiers of the new Republic took possession of the town.

General Fremont and Kit Carson rode into Sonoma a few nights later to reinforce the Bear Flag party, and after routing Mexican troops in the vicinity of San Rafael returned to celebrate the Fourth of July on Sonoma's Plaza.

Besides Fremont and his men and the Bear Flag troops, there were officers and sailors from United States ships anchored in San Francisco bay, and strange to say, many pioneer women, for women were scarce in those days in California. But all the families for miles around had been concentrated at Sonoma for protection after the seizure of the town, in fear of Mexican reprisal. With Fremont and his reinforcements in Sonoma it was deemed safe enough to have a grand Fourth of July ball, so to the tune of squeaky fiddles and by the light of flickering lanterns, the covered wagon girls and the men of the new republic danced throughout the night at the big adobe of Salvador Vallejo, on the west side of Sonoma's Plaza. As the Fourth of July dawned, salutes were fired from Mexican cannon in honor of our Independence Day.

On July 9th, after word had been received that the American flag had gone up at the capital, Monterey, Lieutenant Revere, of the United States Navy (relative of the famous Paul Revere) arrived from the U. S. frigate Portsmouth with an American flag for Sonoma, and raised the Stars and Stripes over the Plaza. As he pulled down the crude Bear Flag, he remarked: "This emblem is worth saving." The original flag was finally presented to the Society of California Pioneers and was one of their valued relics until destroyed by fire in 1906, the year of San Francisco's earthquake.

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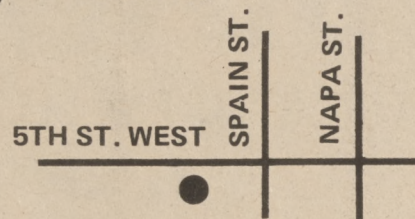
## VINTAGE FESTIVAL GREETINGS

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# LIGHT

AND LET IT BE OURS

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THIS STONE and marker in Sonoma Plaza marks the exact site of the Bear Flag raising on June 14, 1846. After the noisy Bear Flag party members had raised their flag, they took General M. G. Vallejo, Sonoma's founder, a political prisoner—unaware that the Mexican general, with vision and courage, only two months earlier had advocated California's annexation to the United States at a meeting in Monterey. It was also on this site that Lt. Joseph Warren Revere, a grandson of Paul Revere, lowered the Bear Flag and raised the 27-starred flag of the United States on July 9, 1846.

THE CALIFORNIA gold rush of 1849 was not the first in the state's history, though it's the one that's remembered. Gold was discovered near Los

Angeles in 1842 and a rush resulted then, but the lode was soon played out. Most of the miners in that gold rush came from northwestern Mexico.

For Information on  
Musical Instruction and Programs  
at  
Sonoma Community Center  
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**RUGGLES**  
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WEST SIDE OF THE PLAZA — SONOMA  
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MANY OLD TIMERS will recognize the Clewe (pronounced Clay-vee) Building which occupied the southwest corner of Broadway and Napa sts, now the site of Great Western Savings & Loan. The buildings were erected in 1882, and the

above shot was taken in 1936, before the structure was torn down to make room for a service station, which subsequently gave way to the savings and loan building.

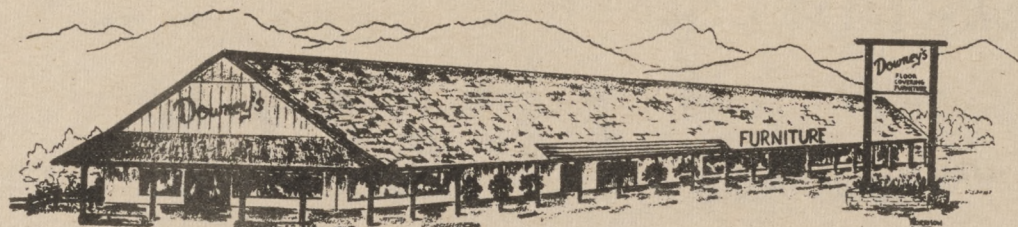


STATION WAGON, 1910 model — This classy surrey with a fringe on top was used for calling at the railroad station to pick up Union Hotel guests. Taken about 1910, it shows driver James Sterling

handling the reins. The hotel was torn down several years ago to make room for the new Bank of America building at the corner of Napa and First st. west.

WELCOME  
TO THE 1971  
VINTAGE FESTIVAL

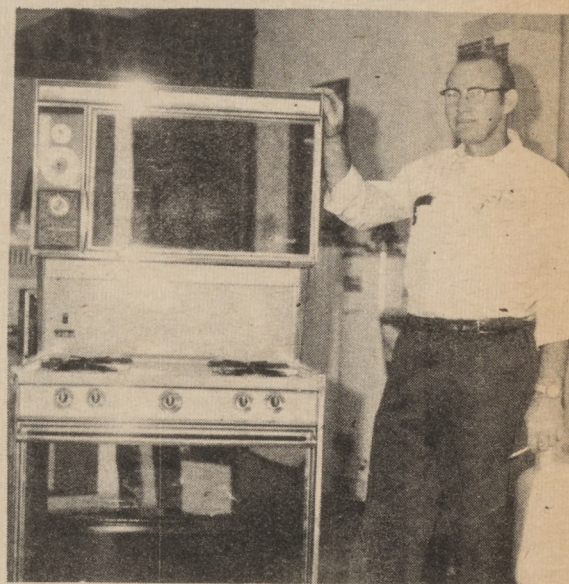
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**THE GENERAL'S WIFE --** Senora Benicia Vallejo, wife of Sonoma's founder, was from the influential Carrillo family of Southern California. The couple had one child when he came to rule the vast Northern California frontier and its Indian occupants.

In 1852, the steamer Georgiana, Captain Hoenshield at the helm, ran three times a week between San Francisco and Sonoma, and a line of stages left every Saturday for Bodega.

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**BOYES HOT SPRINGS** resort in its heyday in the 1920s. Destroyed by fire (all but the big swimming tank, small therapy pool and tub bath area) three years ago, the Boyes Hot Springs Bath House was a mecca for tourists and health seekers from the 1880s until 1968. Professional baseball and football teams

trained here and sportswriters and followers from San Francisco, the Bay Area and major U.S. cities wrote about the famous waters. There is still hope that someone will purchase the site and build a big new recreation-resort complex at Boyes.



**THE OLD BOYES SPRINGS HOTEL** burns during the disastrous fire of 1923 which virtually wiped out that entire community. A modern-day fire (three years ago) destroyed the Boyes Hot Springs Bath House and its once-famous mineral baths spa.

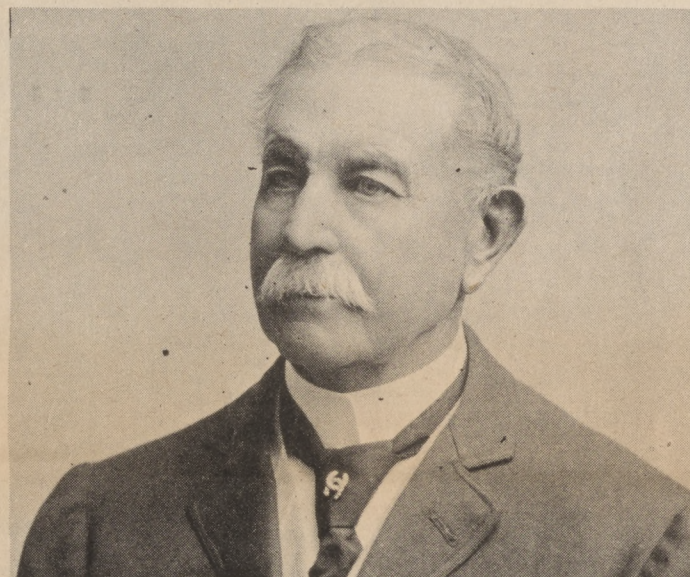


**CASA GRANDE.** GENERAL VALLEJO'S HOME 1836-'54. ELEVEN OF HIS SIXTEEN CHILDREN WERE BORN HERE.

**TORREON TOWER.** USED BY GENERAL VALLEJO TO WATCH VISITORS APPROACHING SONOMA.

### Street names here have changed

Various Sonoma street names have changed over a period of time. Napa street, from Broadway east, was formerly United States Street. MacArthur used to be Germany Street and Patten Street, east of Broadway, was England Street. Early maps also listed Prussia, Russia, Sweden, Italy, Turkey and Portugal Streets.



**CAPTAIN H. E. BOYES --** This Britisher saw the value in the warm mineral springs in Sonoma Valley, and established a health spa which attracted thousands to Boyes Hot Springs.

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### Prayer of the harvest

O God, who for the welfare and happiness of mankind, didst create the fruits of the earth, we pray and beseech Thee that Thou wilt deign to look upon our friends and orchards and vineyards and continue to bring them in due season to blessed maturity.

We thank Thee for the richness of our soil in this Valley of the Moon, for the springs of water and for the rain, for the

heat of the sun which swells the plants in the freshly cultivated fields, beautiful to the eye and promising a rich harvest, and for the grape clusters telling us of Thy bounty. May we be ever grateful for Thy many favors. May we bask in the warmth of mutual sincerity and grow into a lasting trust and love of Thee.

Amen

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SONOMA'S UNIQUE CITY HALL -- All four sides have the same design--in an attempt to please property owners around the Plaza who insisted that "the front" face their particular places of business. City Hall was completed in 1908.



THE BEAR FLAG MONUMENT in Sonoma Plaza (northeast corner) stands adjacent to the site of the exact spot where a hardy band of pioneer settlers raised the crude flag of the new "California Republic" which has become our state ensign.



CHILDREN'S PARADE is a favorite feature of Vintage Festival. In photo above a "pioneer wife" drives covered wagon drawn by pony. Parade is at 1 p.m. Saturday.

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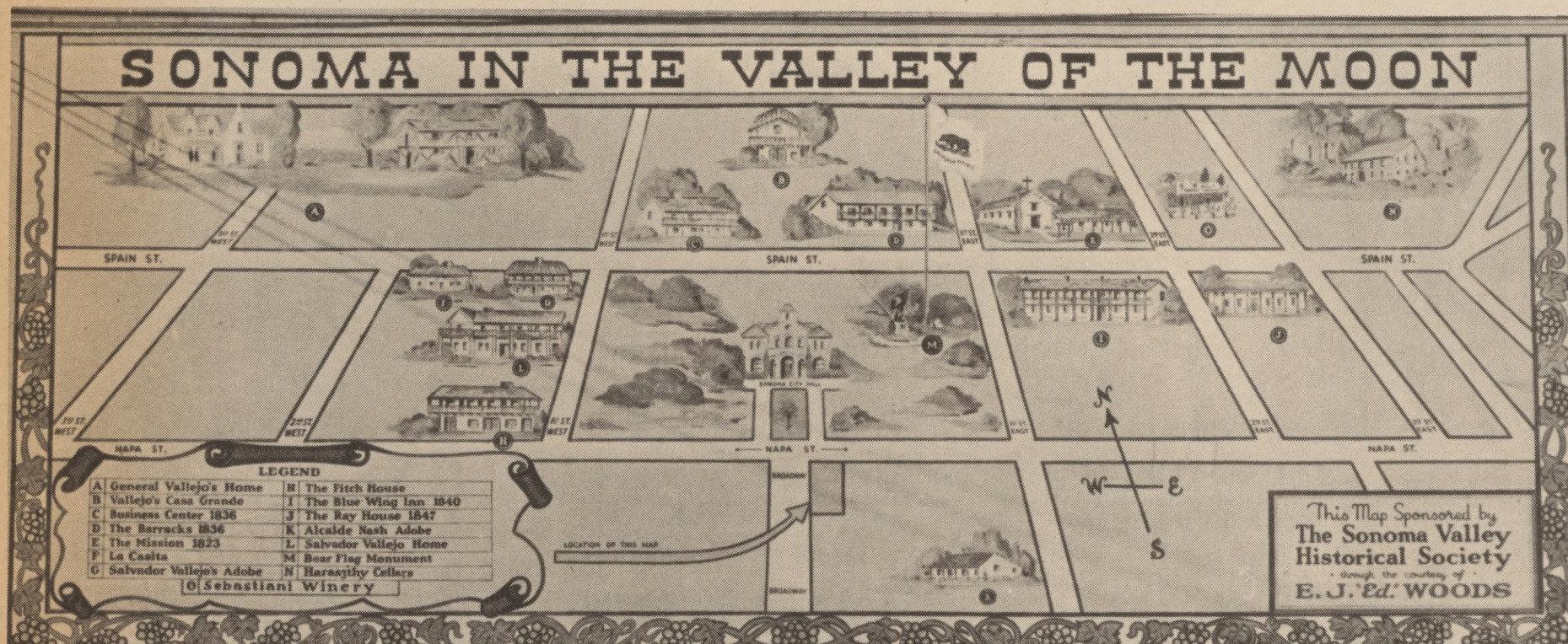
525 Broadway

Sonoma 996-3553

9:30 To 6 Monday thru Saturday

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THIS COLORFUL GUIDE to some of Sonoma's most historic landmarks is painted on the west side of the former bank building now occupied by Woods Realty at the corner of Broadway and Napa st. The painting was

originally sponsored by the Sonoma Valley Historical Society. Visitors may obtain information on Sonoma Valley landmarks at the Chamber of Commerce office located at 461 First Street West.



**BUENA VISTA CASTLE** -- In its day, one of the showplaces of Sonoma Valley, it was the mansion of the late Mr. and Mrs. Robert Johnson on the site of Buena Vista Vineyards and the residence of the Frank H. Bar-

tholomews today. In the early 1900s it was purchased by the state as home for delinquent women. The building was destroyed by fire said to have been set by the inmates. The eccentric Mrs. Johnson reportedly kept close to 100 cats

#### THE BELLS ALONG EL CAMINO REAL

DRIVE ALONG El Camino Real, and if your eyes are open you'll undoubtedly spot, along the roadside, those distinctive green bells. Originally, there were 450 bells strung out between San Diego and San Francisco. The first one was put up in 1909 at Mission Dolores in San Francisco. Their purpose, of course, was to mark the historic trail of the Spanish missions.

Over the years, the bells fell into disrepair. Some simply vanished. Then in 1963, after an extensive fund-raising drive, the State began installing replicas of the original replicas. Today, there are approximately 104 bells, each weighing 100 pounds or more, tracing California's famous "path of the padres."

The original El Camino Real, incidentally, was enormous. It stretched from Guatemala to Mexico and by extension, from San Diego to Sonoma.

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Swimming Tank at Boyes Hot Springs, Sonoma Co., Cal.

THE BIG MINERAL SPRINGS PLUNGE AT BOYES HOT SPRINGS ABOUT 1915. The old wooden bath house burned down three years ago. The big swimming pool,

once billed as the "largest indoor pool in Northern California," stands empty and deserted, as do the remaining structures at the site.



MULLEN'S GENERAL STORE in El Verano was a favorite shopping center in the early days of the lively resort community. It is now the site of Inskeep's tavern.



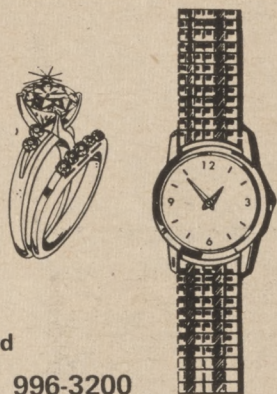
ARRIVAL OF THE TRAIN at the old El Verano Depot about 1908. Note buggies and wagons waiting to haul passengers to hotels and resorts. Depot is now utilized as an apartment house.

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## mode o'day

Ladies' COATS

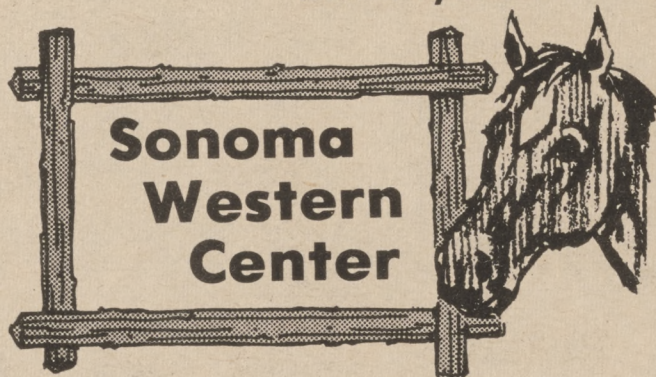
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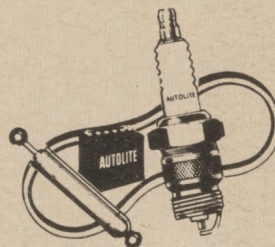
*Vintage Festival  
Greetings*

from

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at

**CENTURY  
AUTO  
PARTS**



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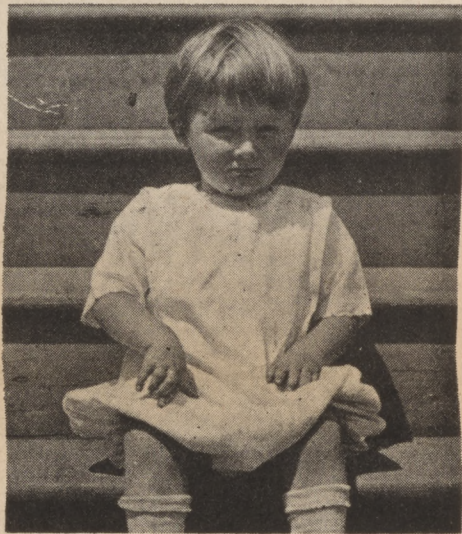
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220 MONTGOMERY STREET  
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WM. G. RAYMOND



PICTURE E



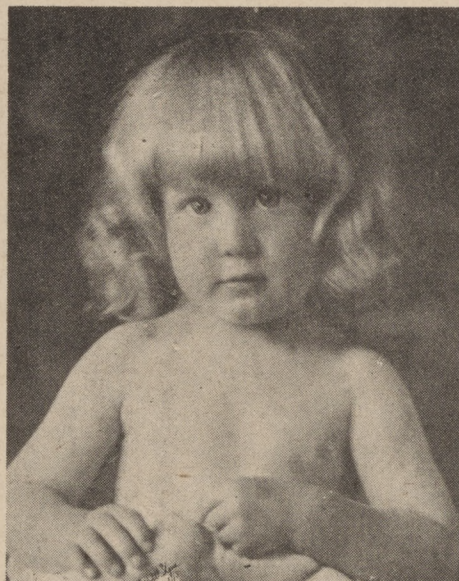
PICTURE A



PICTURE B



PICTURE C



PICTURE D



PICTURE F



PICTURE G

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SONOMA PROGRAM

Vintage Festival Program-Supplement

SONOMA PROGRAM

SEPTEMBER 25, 1971

SEPTEMBER 26, 1971

10:30 AM	Grinstead Memorial Amphitheater	OFFICIAL OPENING and INVOCATION. Introduction of guests: Senator Randolph Collier, Congressman Don Clausen, Assemblyman William T. Bagley, Mayor of Sonoma, Hon. John Lobsinger, Supervisor Ignazio A. Vella.
11:10 AM	Grinstead Memorial Amphitheater	JUDGE ALEXANDER J. McMAHON reading historical excerpts from "The Vallejos of California," Madie Brown Emparan, author.
11:25 AM	At the Mission	THE BLESSING OF THE GRAPES. A traditional ceremony of thanksgiving for a bountiful harvest.
12:00 Noon	In and Around the Plaza	CHILDREN'S PARADE. A traditional parade of children in costume, led by the Sonoma Valley Union High School Band. Richard Schneider, Director.
1:00 PM	N. Side of Plaza at the Mission	ARRIVAL OF PADRE ALTIMIRA. A re-enactment of the arrival in Sonoma of the Franciscan Padre who founded the Mission San Francisco Solano here in 1823.
1:00 PM	N.W. Corner of Plaza	YUBA CITY HIGH SCHOOL MARCHING BAND. Conducted by James Griewe. Concert.
1:30 PM	Bear Flag Monument Plaza	BEAR FLAG INCIDENT. A re-enactment of the raising of the Bear Flag in Sonoma on June 4, 1846.
1:45 PM	At Bear Flag Monument Plaza	RAISING OF THE AMERICAN FLAG. Re-enactment of the Annexation of California by the United States on July 9, 1846. Participating: Marching Group, U.S. Naval Security Group, Skaggs Island and the 12th Naval District Band.
2:00 PM	In the Plaza	BAND CONCERT. 12th Naval District Band led by Band-master Warrant Officer J. E. Ingram, USN.
2:15 PM	N.W. Corner of Plaza	GUITARS UNLIMITED - Kenwood. Concert.
3:00 PM	From the Blue Wing Inn to the Mission	VALLEJO-HARASZTHY WEDDING. A re-enactment of the double wedding ceremony of the daughters of General Vallejo and sons of Colonel Agoston Haraszthy.
3:30 PM	N. W. Corner of Plaza	SENIOR CITIZENS KITCHEN KETTLE BAND.
4:00 PM	Grinstead Memorial Amphitheater-	ONE HUNDRED YEARS OF FASHION, from the Pictures of the Past, narrated by Mrs. Neal Dodge, and presented by Church of Jesus Christ of Latter Day Saints.
5:30 PM to 7:00 PM		STROLL AROUND and see the window displays. Visit the booths in the Plaza and the Community Center, 276 East Napa Street.
7:30 PM to 9:00 PM	N.W. Corner of Plaza	FOLK DANCING.
9:00 PM to 1:00 AM	Veterans' Memorial Building	LA FIESTA de ESPANOL. Vintage Ball presented by the Junior Women's Club of Sonoma Valley. Costumes are invited and will be judged by Mr. Marcos J. Mimmo and Mr. Gornbee Tanaka of the San Francisco School of Fashion Design. Vintage Queen will be crowned. Al Trobbe's Palace Hotel Orchestra.
7:30 PM to 1:00 AM	Sonoma Valley High School	VINTAGE FESTIVAL TEENAGE DANCE. All teenagers invited - \$2.00 admittance.

9:30 AM and 11:00 AM	Trinity Episcopal Church 275 East Spain Street	HISTORICAL PAGEANT - "The Seven Flags of Sonoma," Ruth Akin, Author
10:00 AM to 12:00 Noon	Sonoma Valley High School	JUDGING of Horse Parade entries.
12:00 Noon	Up Broadway, Around the Plaza and return	ALL HORSE PARADE sanctioned by the California State Horseman's Assn. Led by a Color Guard from the Naval Security Group Activity, Skaggs Island and the Sixth United States Army Band.
12:30 PM	N. E. Corner the Plaza	CLARA CARBONARO GRECO GROUP, accordion concert.
1:30 PM	N. E. Corner the Plaza	SIXTH US ARMY BAND CONCERT.
2:30 PM to 5:00 PM	N. E. Corner the Plaza	EAST BAY BANJO CLUB. Concert routines.
2:00 PM to 5:00 PM	Veterans' Memorial Bldg. First Street West	FOLK DANCING.: presented by Folk Dancing Federation of California. All invited to watch.
2:30 PM	N. W. Corner the Plaza	JR. HUNGARIAN DANCERS
3:30 PM	From the Blue Wing Inn to the Mission	VALLEJO-HARASZTHY WEDDING. A re-enactment of the wedding ceremony of the daughters of General Vallejo and the sons of Colonel Agoston Haraszthy.
4:30 PM	N. W. Corner the Plaza	JR. HUNGARIAN DANCERS
5:15 PM	N. E. Corner the Plaza	SONOMA COUNTY CONCERT BAND. (The musicians for this performance are being paid by a grant from the MUSIC PERFORMANCE TRUST FUNDS of the recording and television industries, obtained through the cooperation of MUSICIANS' LOCAL 292 of the AMERICAN FEDERATION OF MUSICIANS).
7:30 PM to 10:30 PM	Veterans' Memorial Bldg. First Street West	FOLK DANCING presented by Folk Dance Federation of California. All invited to watch.

At the Community Center, 276 E. Napa St.  
(BOTH DAYS)

Alice Devore	Wood Craft
Yvonne Rich	Reyson Molds, Liquid Embroidery
Mrs. Nielsen	Wind Chimes
Mrs. Avis H. Kurtzweil	Shadow Pictures
Rebecca Lodge	Bazaar Items
Lantz's Craft Shop	Hand Crafts
Garden Club	Display and Lunch Room
Edith Ostedahl	Christmas Items
June Petty	Yarn Goods
Richard Roth	Pottery

(For other Festival events and features, see inside pages.)